



Politecnico di Milano  
**Interactive systems usability design**  
A.A. 2017-2018  
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- 3. General description and competitors**
- 6. Personas and tasks
- 14. Selected tasks
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- 51. Redesign

# General description

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## TRENITALIA

Trenitalia is the largest train operator in Italy. It is by far the easiest and most cost-effective way to get around the country.

The fastest trains are “Alta velocità” series, like Frecciarossa, Fracciargento and Frecciabianca. InterCity trains are the second choice for a fast travel.

The slowest trains are the regional ones, like Regionale, Diretto and Espresso.

## PURPOSE OF THE WEBSITE

The main goal of the website is to sell online tickets and manage tickets in order to reduce queues in the station.

## TARGET

Every traveller, everyone looking for information.

# Competitors and benchmarks

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**COMPETITOR:** ItaloTreno is the only competitor that covers the most of Italy.



**BENCHMARK:** SNCF is the largest train operator in France.



**BENCHMARK:** Deutsche Bahn is the biggest train company in Germany.

# Index

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# Personas - Matteo Riboli

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## DEMOGRAPHICS

**AGE:** 22 years old  
**NATION:** Italy, Milan  
**JOB:** Student at Polimi

## MAIN NEEDS

- Travel with low price tickets
- Keep up to date about schedules

## ABOUT HIM

Football enthusiast  
Loves sports and music  
Plays guitar  
Goes often to museums

*“Football is life”*

## BOOKING

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## TRAVELLING

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## IT SKILLS

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# Personas - Luc De Smet

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## DEMOGRAPHICS

**AGE:** 41 years old

**NATION:** Belgium, Bruges

**JOB:** Businessman

## MAIN NEEDS

- Find services on train
- Connect to Wi-Fi
- Check connections

## ABOUT HIM

Always busy

Loves good wine

Organizes everything

Extremely efficient

*“Time is money”*

## BOOKING

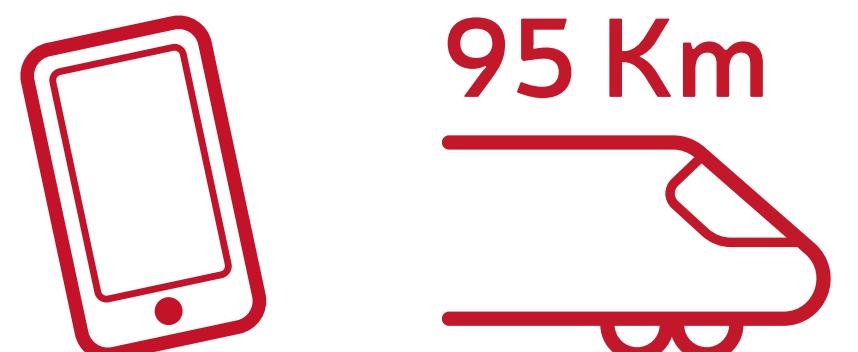
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## TRAVELLING

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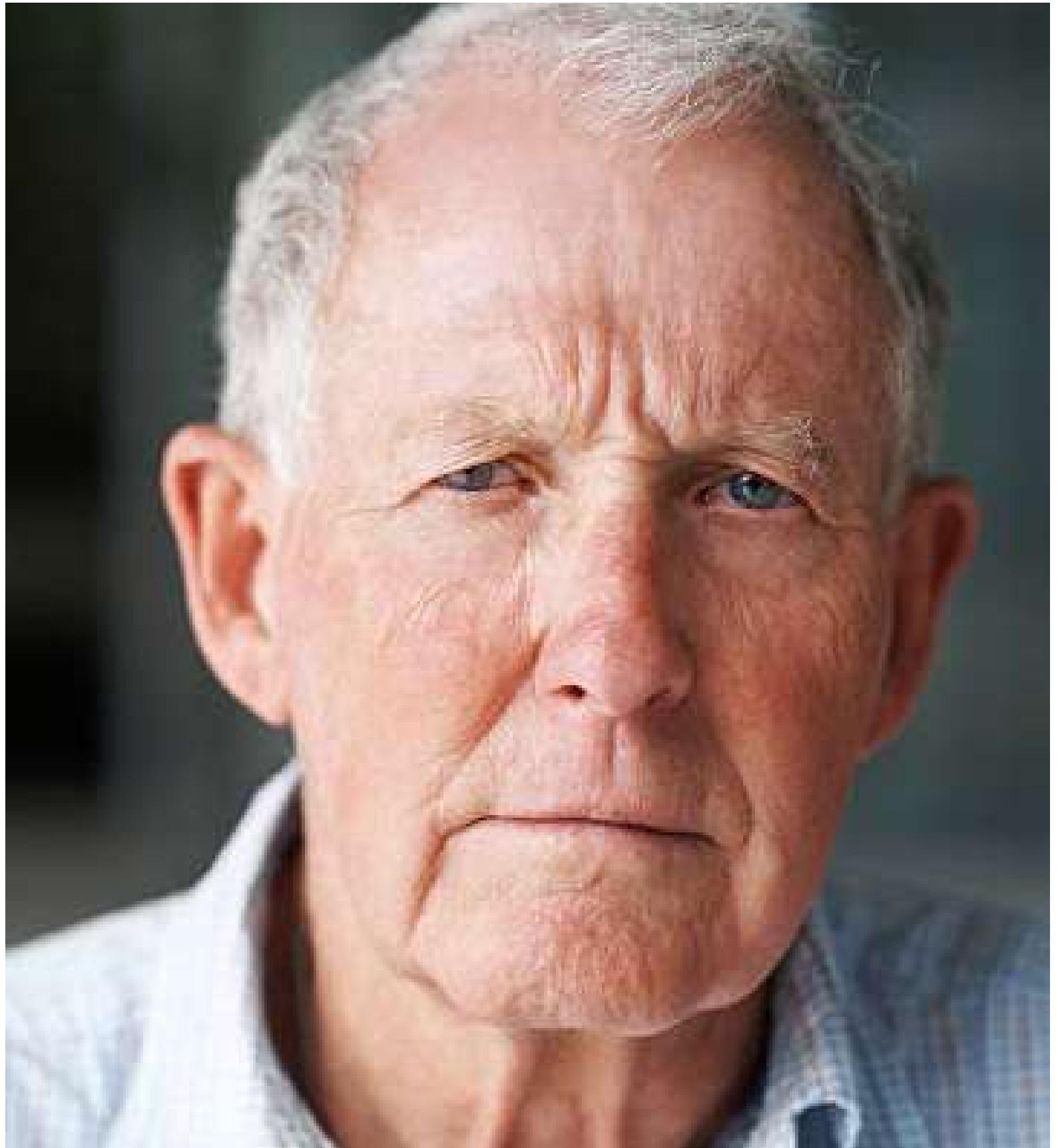
## IT SKILLS

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# Personas - Gianluca Locascio

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## DEMOGRAPHICS

**AGE:** 73 years old

**NATION:** Italy, Bergamo

**JOB:** Retired

## MAIN NEEDS

- Book easily multiple tickets
- Find discounts

## ABOUT HIM

Never uses his PC  
Clumsy with technology  
Methodical  
Proactive

*“Can’t wait to visit Naples with my grandchildren”*

## BOOKING

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## TRAVELLING

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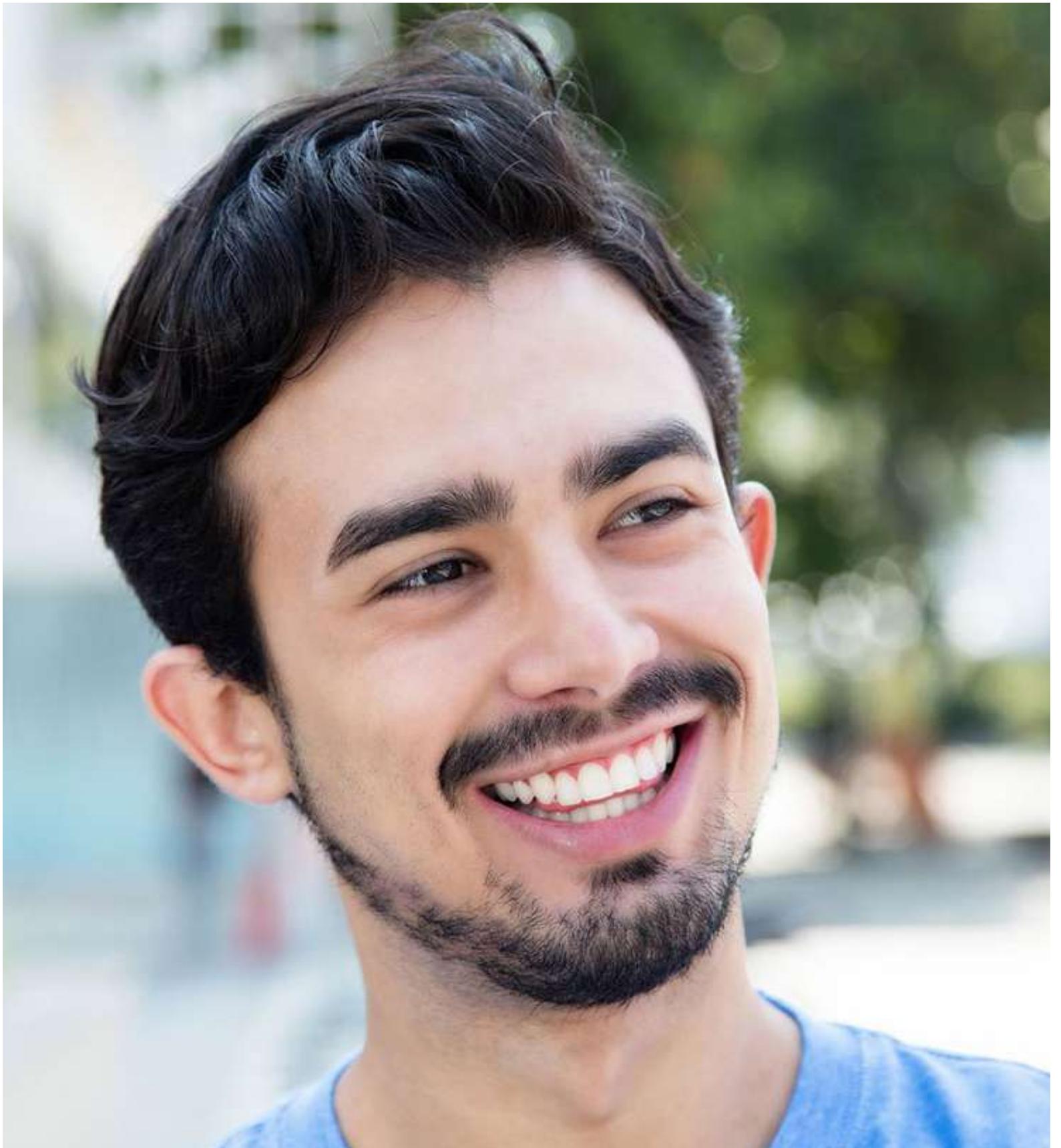
## IT SKILLS

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# Personas - Diego Gonzales

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## DEMOGRAPHICS

**AGE:** 18 years old

**NATION:** Spain, Madrid

**JOB:** Unemployed

## ABOUT HIM

Hi-tech lover

Film and coffee lover

Anxious for his girlfriend

Polite

## MAIN NEEDS

- Check girlfriend's train schedule
- Know about delays and strikes
- Rent a car after the arrival

*"I hope I will meet her again soon"*

## BOOKING

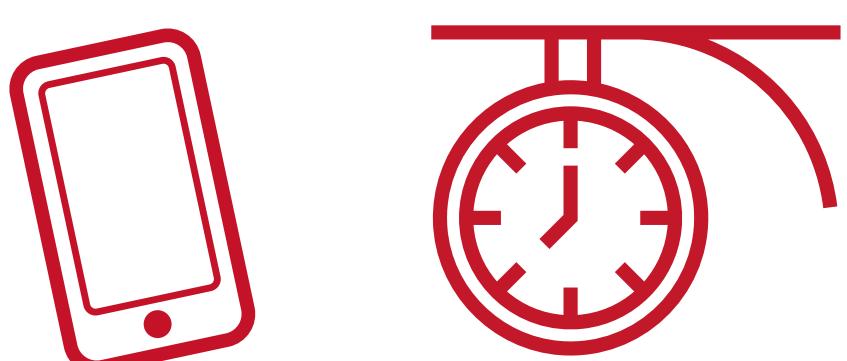
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## TRAVELLING

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## IT SKILLS

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# Personas - Samantha Filisetti

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## DEMOGRAPHICS

**AGE:** 32 years old

**NATION:** Italy, Venice

**JOB:** Employee

## MAIN NEEDS

- Call someone for assistance
- Change a ticket
- Get a refund

## ABOUT HER

Ambitious about her career

Loves running

Finicky and demanding

Determined

*“Nothing works here”*

## BOOKING

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## TRAVELLING

---

## IT SKILLS

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# Main tasks

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## **BEFORE THE TRAVEL**

## **DURING THE TRAVEL**

## **AFTER THE TRAVEL**

## **WITHOUT TRAVELLING**

- Buy a ticket
- Renew Subscription
- Find discounts
- Check services on train
- Check train status
- Check connections
- Connect to Wi-Fi
- After travelling services
- Change a ticket
- Get a refund

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*60% of the tasks are made before the travel*

# Use cases

	<b>Matteo</b> Student	<b>Luc</b> Businessman	<b>Gianluca</b> Retired	<b>Diego</b> Geek	<b>Samantha</b> Employee
<b>Buy a ticket</b>		●	●	●	●
Renew Subscription	●				
Find discounts	●		●		●
Check services on train		●			
<b>Check train status</b>	●	●		●	
Check connections	●	●	●		
Connect to Wi-Fi	●	●		●	
After travelling services		●	●	●	
<b>Change a ticket</b>					●
Get a refund			●		●

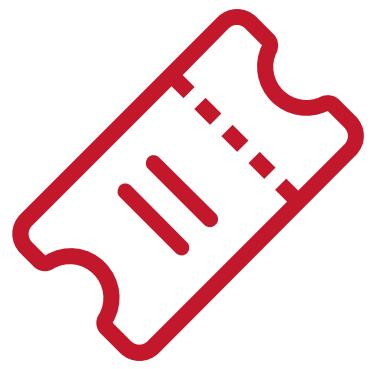
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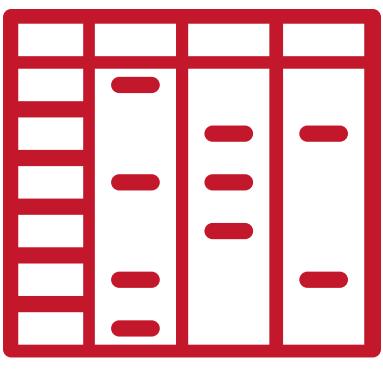
# Selected Tasks

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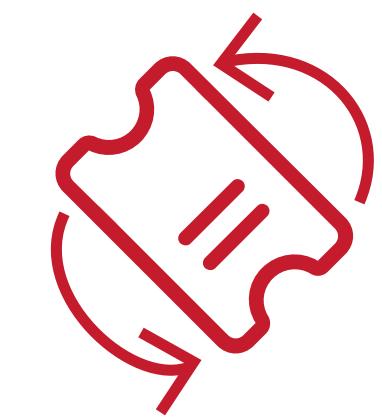
## 1. Buy a new ticket

One of the most important tasks, is to book an online ticket from the platform.



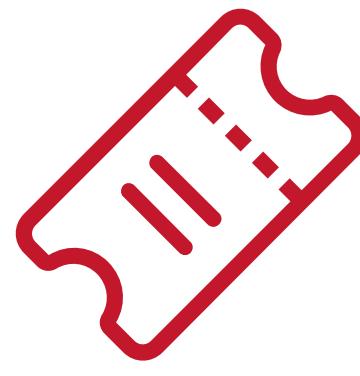
## 2. Check train status

Whether you are planning your trip or you're already travelling, it is essential to stay updated on the train status.



## 3. Change a ticket

Sometimes you may need help with special tasks like changing a ticket or getting a refund.



# Buy a new ticket - Trenitalia

## 1. CHOOSE WHERE TO GO

The screenshot shows the Trenitalia homepage with a pink header banner advertising a discount for reaching Piscina di Pinerolo by train. Below the banner, there's a search bar with fields for departure station (Milano Nord Bovisa) and arrival station (Bergamo), travel date (23-03-2018), and class (12). A red 'CERCA' button is visible. Below the search bar, there are promotional banners for Liguria, Piemonte, and Sardegna.

## 2. SELECT YOUR TRAIN

This screenshot shows the 'Viaggio di andata' search results. It lists three train options from Milan Nord Bovisa to Bergamo at different times (12:19, 12:49, 13:19) with their respective arrival times (13:40, 14:38, 14:40), durations (1h 21', 1h 49', 1h 21'), and prices (5,50 €, 5,50 €, 4,80 €). Each result includes a 'Continua' (Continue) button. A note at the bottom explains that the ticket is valid for travel on the specified date and time, subject to regional regulations.

## 3. MAKE PAYMENT

This screenshot shows the payment page. It requires personal information (Nome\*, Cognome\*, Nato/a il: gg/mm/aaaa, E-mail, CartaFRECCIA, Telefono, Codice Azienda), a 'Buono Sconto' (discount code), and a checkbox for viewing passenger data for the return trip. A note specifies that the electronic regional ticket is valid only for the date and time of purchase and cannot be refunded. Below this, there's a 'Pagamento' (Payment) section with options for using a bonus or credit card, or selecting a payment method (Visa, Mastercard, PayPal, Masterpass, Bonifico Online). A note at the bottom accepts terms and conditions. A 'Continua' (Continue) button is at the bottom right.

The website doesn't help you if you don't type the right station

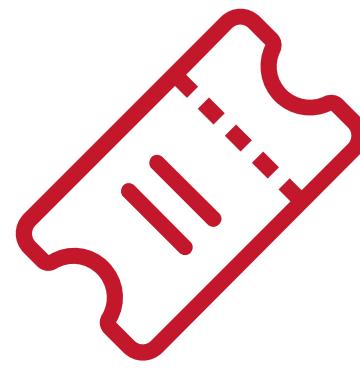
It doesn't jump to the next form

If you change the language, you need to start all over again

**21** CLICKS FOR THIS TASK

**4'** AVERAGE TIME SPENT

**3/5** MENTAL WORKLOAD    15/80



# Buy a new ticket - Italo

## 1. CHOOSE WHERE TO GO

From **Milano (Tutte)** **▼** To **▼** continue **▼**

**APLES**

**BOOK NOW**

**nd**  
**Italv!**

## 2. SELECT YOUR TRAIN

→ Going Out  
Milano Centrale - Firenze SMN  
Tue 27 Mar 2018

X Coming Back  
Passengers 1 Adult Total Detail ▾

**One Way** Change route ▾

TUE 27 - mar	WED 28 - mar	THU 29 - mar	FRI 30 - mar	SAT 31 - mar	SUN 1 - apr	MON 2 - apr
Tickets from <b>43.90 €</b>	Tickets from <b>43.90 €</b>	Tickets from <b>54 €</b>	Tickets from <b>59.90 €</b>	Tickets from <b>36.90 €</b>	Tickets from <b>18 €</b>	Tickets from <b>36.90 €</b>

TIME OF DEPARTURE/ARRIVAL STATION OF DEPARTURE/ARRIVAL LENGTH OF JOURNEY PRICE

- 14:35 > 16:25 Milano Centrale - Firenze SMN ① 1:50 Tickets from **43.90 €** in Smart ▾
- 15:35 > 17:25 Milano Centrale - Firenze SMN ① 1:50 Tickets from **43.90 €** in Smart ▾
- 16:35 > 18:25 Milano Centrale - Firenze SMN ① 1:50 Tickets from **43.90 €** in Smart ▾
- 17:35 > 19:25 Milano Centrale - Firenze SMN ① 1:50 Tickets from **43.90 €** in Smart ▾

PREVIOUS TRAINS **BACK** NEXT TRAINS →

Follow Us **f** **t** **g** **in** **o** Download **Italo Treno** **Download on the App Store** **Get it on Google Play**

WHERE TO BUY **INFORMATION AND SUPPORT** **AGENCY LOGIN** **CORPORATE LOGIN** **ITALO IMPRESA LOGIN**

## 3. MAKE PAYMENT

→ Going Out  
Milano Centrale - Firenze SMN  
Tue 27 Mar 2018 14:35 > 16:25 Flex in Smart

X Coming Back  
Passengers 1 Adult Total **43.90 €** Detail ▾

**Payment**

Outward	Itinerary	Offer Type	Fare
Departure Date Tuesday 27 March 2018 Departures / arrivals timetable 14:35 > 16:25	Milano Centrale - Firenze SMN Ambience Smart Passenger details Pippo Pelo	Flex	<b>43.90 €</b> Detail 43.90 €

**MODIFY TIMETABLES AND FARES** **CHANGE THE ASSIGNED SEATS**

**1 Smart Service 0 €**

**Total 43.90 €**

**Do you have a promo Voucher?**

**Choose payment method**

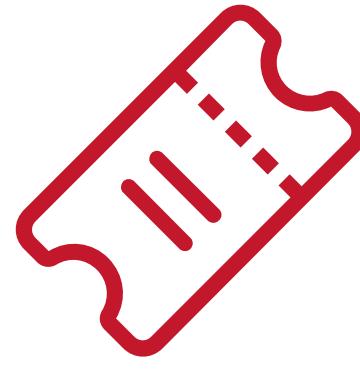
**MasterCard** **Visa** **Amex** **Discover** **PayPal** **Bank Transfer** **Wire Transfer** **Check** **Cash**

There is no information overload  
(other fields are hidden)

**20** CLICKS FOR THIS TASK

**4'** AVERAGE TIME SPENT

**1/5** MENTAL WORKLOAD 16/80



# Buy a new ticket - SNCF

## 1. CHOOSE WHERE TO GO

GRÈVE NATIONALE  
Retrouvez toutes les informations pratiques >

QUE RECHERCHEZ-VOUS ? Itinéraire Réserver Prochains départs N° de train

Lieu de départ Rechercher une adresse, une gare... Exemple : Gare du Nord, 1 rue Victor Rechercher

**Le groupe SNCF** Profil, finance, Newsroom, patrimoine, prix SNCF du Polar, identité, fournisseurs

**SNCF à l'international** Découvrez les grands chantiers et projets du groupe SNCF dans le monde

**Travailler chez SNCF** Découvrez nos métiers, nos offres d'emploi et rejoignez-nous

**Innovation & développement** Projets digitaux, fonds d'investissement et développement des territoires

**Nos engagements**

**Itinéraires & réservation** Itinéraire porte à porte, horaires, réservation, info trafic en temps réel

**Offres voyageurs** Trains, services voyageurs, cartes & tarifs, mobilité durable

**SNCF à votre écoute** Pour toute question ou réclamation, contactez notre service client

**Logistique & transport** Gestion des marchandises par SNCF Logistics et ses 3 pôles (TFMM, Geodis et Ermewa Group)

**Réseau & expertises**

## 2. SELECT YOUR TRAIN

YOUR JOURNEY  
One-way PARIS > MILAN Change  
Out on 06 April 2018 Departure from 10h  
Comfort 2nd class Change  
Passenger Passenger 1 : 26-59 years Change  
Modify other criteria New search

The availability of some of the trains shown cannot be guaranteed until they are added to your basket. Your reservation may not be successful.  
The price is given for information purpose and will be confirmed to you after the selection of your train.

SELECT YOUR OUTWARD  
Leaving on 06/04/2018 between 09h17 and 15h11 - total price for 1 passenger  
Prices displayed include admin fees.

Leaving at	09h17	11h45	14h17	15h11
From	€260.00	€292.00	€286.00	€278.00
Journey time	08h20 1 change	08h47 1 change	07h20 1 change	07h28 1 change
Travel with	TGV Lyria Cisalpino	TGV Lyria Cisalpino	TGV Lyria Cisalpino	TGV Lyria Cisalpino

TRAVELLER INFO

Strike Info: Trains that are likely to be impacted by the strike in France are noted as "fully booked". More info about the strike

Attention: there are still seats available, on some trains but in a different class.

Fri 6 Apr. Journey time 08h20

09h17 PARIS GARE DE LYON	TGV Lyria	9785	1st class
12h26 GENEVE			- Mandatory seat reservation
13h39 GENEVE	Cisalpino	39	2nd class
17h37 MILANO CENTRALE			- Mandatory seat reservation

€260.00 STANDARD 1ST CLASS :  
Ticket can be exchanged and refunded before departure subject to a fee of €30 per person and per journey and subject to the fare applicable on that day. Tickets will not be exchangeable or refundable after departure. More spacious seats, Electrical socket, Rin-seat restaurant service (subject to charge).

€276.00 BUSINESS 1ST CLASS :  
REGULAR FARE :  
Ticket cannot be exchanged. Ticket may be refunded prior to departure. A 20% refund fee will be charged.

Hurry, last seats available!

## 3. MAKE PAYMENT

PAYMENT FOR YOUR ORDER  
ADMIN FEES More info + TEMPORARILY FREE  
TOTAL BASKET €260.00  
TOTAL €260.00  
Modify your order

Please enter your card details

Secure payment  
Card number \* Expiry date \* Security Code \*  
Card number Expiry date Security Code

Is your payment method unavailable?  
To confirm your order, please validate the payment and then enter the authentication code issued by your bank (by text message or other means). Bon voyage!

Confirm my payment of €260.00

Mandatory fields  
The information Oui.sncf requires to process your order is marked with an asterisk. The other information requested, which is non-mandatory, is designed to help us get to know you better and improve the services we offer you. All information is collected for the sole purpose of providing you with the best service. Oui.sncf respects your privacy and the information it holds about you to SNCF and its subsidiaries. In accordance with the French data protection act (Act n° 78-17 of 6 January 1978 amended by Act n° 2004-801 of 6 August 2004), you have the right to oppose, access, correct and delete the information held about you. To exercise this right, send an e-mail from the Site Contact page or write to OUI.sncf customer service at the following address: 2, place de la Défense - CS 92653 Paris La Défense Cedex. CINIT 1, BP 440 - 92653 La Défense Cedex, FRANCE. By continuing with this operation you consent to our use and Its Partners processing this information. In accordance with the French Data Protection Act of 6 January 1978, as amended in 2004, you have the right to access and correct any information that concerns you. You can exercise this right by sending an e-mail via the website Contact section or by writing to OUI.sncf customer service at the following address: 2, place de la Défense, CINIT 1, BP 440, 92653 Paris La Défense Cedex.

PAYMENT METHODS  
VISA MasterCard American Express  
Terms and conditions

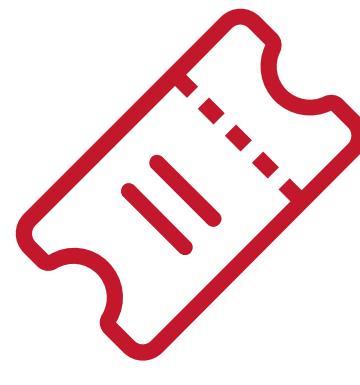
Oui  
OUI.sncf is the official European distribution channel of the French railways (SNCF) for online sales of high-speed and conventional rail travel throughout France and Europe: plan your journeys, book your train tickets and get inspired by our

You are redirected to a different page

**28** CLICKS FOR THIS TASK

**4'** AVERAGE TIME SPENT

**3/5** MENTAL WORKLOAD 17/80



# Buy a new ticket - Deutsche Bahn

## 1. CHOOSE WHERE TO GO

The screenshot shows the Deutsche Bahn homepage. At the top, there are links for Offers, Booking Information, Train Fleet, My Bahn, and Login. Below this is a search bar with fields for 'from station/stop/address' and 'to station/stop/address'. The date is set to 'Thu, 29.03.18' and time to '14:54'. A red 'Search' button is present. To the right, there's a promotional banner for the Interrail Pass with a 15% discount offer. Below the search bar is a large image of a train in motion.

## 2. SELECT YOUR TRAIN

The screenshot shows the booking process. The top navigation includes Offers, Discover Germany, Booking & Timetable, Services, Trains, My Bahn, and Login. The main area displays a search for 'München Hbf → BERLIN' with a departure time of 16:00. It shows a table of results for an outward journey on 29.03.18, listing four ICE train options with their respective times, durations, and prices (e.g., 189,90 EUR vs 157,50 EUR). Each row has a 'To offer selection' button.

## 3. CARD ADVERTISING

The screenshot shows the booking interface with a large advertisement for BahnCard discounts. The ad features two BahnCard cards (Flex 25 and Flex 50) and text encouraging users to save money. It lists three ticket options with their respective prices and savings: BahnCard Flex 25 (6,50 EUR), My BahnCard Flex 25 (4,50 EUR), and BahnCard Flex 50 (25,00 EUR). Each option includes a summary of benefits like 25% discount, City-Ticket, and Flexible duration.

You can only change the language on the homepage

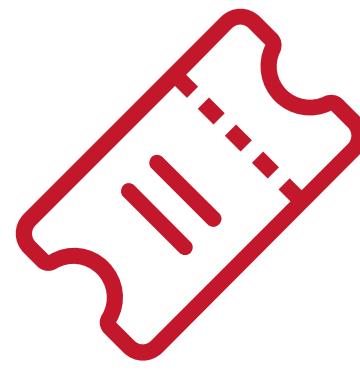
The status bar helps you to orientate

Too many interstitial pages

**29** CLICKS FOR THIS TASK

**5'** AVERAGE TIME SPENT

**3/5** MENTAL WORKLOAD 18/80



# Buy a new ticket - Deutsche Bahn

## 4. LOGIN

## 5. POSTAL OR TICKET?

## 6. MAKE PAYMENT

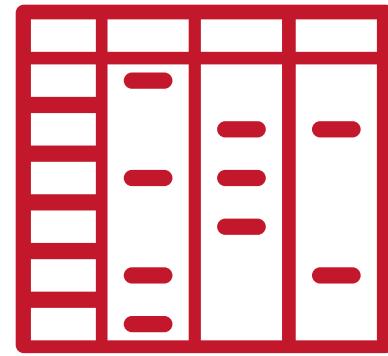
You can't return to the homepage by clicking on the logo

**29** CLICKS FOR THIS TASK

**5'** AVERAGE TIME SPENT

It asks useless information like your address

**3/5** MENTAL WORKLOAD 19/80



# Check train status - Trenitalia

## 1. CLICK ON VIAGGIATRENO

LIGURIA  
DA VEDERE E RIVEDERE  
SCOPRI LE 5 TERRE CON I TRENI REGIONALI ANCHE IN INVERNO

VIVI LA PASSIONE  
CAMPIONATI DEL MONDO PATTINAGGIO DI FIGURA  
21-25 MARCH 2018  
mediolanumforum

-30% SU VIAGGI A/R PER MILANO CON FRECCIE E INTERCITY

PIEMONTE  
SCOPRI ANCHE LA MONTA ECO-HOLIDAY  
BARDONECCHIA IN TRENO COSTA MENO  
SCONTO 10% SKIPASS

SARDEGNA  
DA ELMAS A CAGLIARI O SALI VERSO OLbia E PORTO TORRES  
IL TUO VIAGGIO IN SARDEGNA PROSEGUE CON IL TRENO

VIAGGI CON TRENI E MAGGI

Prima del viaggio > Durante il viaggio > Dopo il viaggio

- Guida all'acquisto online
- Le nostre offerte
- Parcheggio auto
- Idee di viaggio
- Viaggi per i gruppi
- Personne a mobilità ridotta
- Ristorazione a bordo
- Portale di intrattenimento
- Viaggiatreno
- Noleggio auto
- Noleggio con conducente
- Car sharing
- Prenota il tuo hotel
- Ecorent
- Trasporto animali domestici
- Bici al seguito
- Note Legali
- Contatti

## 2. TYPE YOUR STATION

Treno - Stazione  
MILANO PORTA GARIBALDI  
CERCA

Imposta Viaggio

Stampa il tuo arrivo

Meteo

News

Come Funziona

Note Legali

Contatti

## 3. FIND INFORMATION

PARTENZE				
Treno	Per	Delle ore	Bin. previsto	Bin. reale
REG 5139	LECCO	13:14	15	
REG 10497	CREMONA	13:22		
REG 10852	LECCO	13:22	17	
REG 24937	MILANO CENTRALE	13:26	20	
REG 10771	BERGAMO	13:31	19	
REG 5316	PORTO CERESIO	13:32	2	8

ARRIVI				
Treno	Da	Delle ore	Bin. previsto	Bin. reale
REG 25041	COMO S. GIOVANNI	12:21	19	19
REG 24933	MALPENSA AEROPORTO T2	12:25	20	20
REG 5315	PORTO CERESIO	12:28	2	8
REG 10774	BERGAMO	12:29	16	15
REG 24934	MILANO CENTRALE	12:34	16	16
ES* FR 9568	SALERNO	12:42	13	

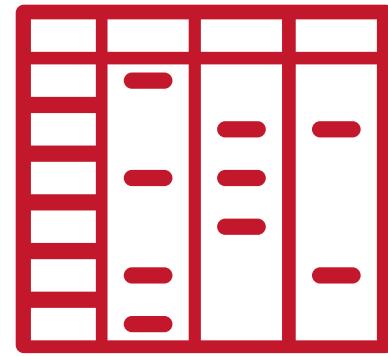
The name “Viaggiatreno”  
doesn't help to find train status

You can select your station  
on the map

**4** CLICKS FOR  
THIS TASK

**4'** AVERAGE  
TIME SPENT

**4/5** MENTAL  
WORKLOAD    20/80



# Check train status - Italo

## 1. ITALO REAL TIME

**Up to 20% off and points with Hertz!**  
Rent at train station or worldwide with discount and 3 Italo Più points per Euro spent. Save and turn your rentals into train tickets!

**Request a taxi with appTaxi**  
Request a taxi, pay it with a few clicks and earn valuable points!

**The best tours GetYourGuide**  
Book your ticket on-line attractions and activities experience at the best price!

**Follow Us** [f](#) [t](#) [y](#) [in](#) [s](#) | [Download Italo Treno](#) [App Store](#) [Google Play](#)

**WHERE TO BUY**

- Website Italtreno.it and mobile site
- Italo Apps for iOS & Android
- Italo-ticket-office
- Call Pronto Italo 060708 (sale service fees: 1€)
- Travel Agencies

**INFORMATION AND SUPPORT**

- FAQ, Frequently Asked Questions
- Call Center 892020 (charge fees: 1€)
- Change Ticket
- Compensation Search
- Station Staff

**OUR TRAIN STATIONS**

Milan	Rome	Bologna	Florence	Venice
Naples	Turin	Verona	Brescia	Reggio Emilia
Salerno	Padua	Ferrara	Rovigo	

**OUR ROUTES**

Milan - Rome	Naples - Rome	Rome - Florence	Rome - Venice	Milan - Florence
Bologna - Milan	Florence - Naples	Naples - Milan	Rome - Turin	Turin - Milan
Rome - Bologna	Rome - Verona	Naples - Bologna	Naples - Turin	

**ITALOBUS**

Parma	Mantova	Modena	Cremona	Bergamo
Bergamo	Bergamo	Potenza	Ferrandina	Picerno
Matera	Cremona	Frasinetto	Lauria	Sala Consilina
Rovereto	Trento	Cosenza	Rovereto	Rovereto

[Italo Real Time](#) | [Privacy](#) | [Legal Notes](#) | [Transportation Conditions](#) | [Sitemap](#) | [Italo S.p.A.](#) EN

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**.italo**  
Nuovo Transporto Viaggiatori

## 2. SEARCH YOUR TRAIN

### Italo Real Time

Last update 10:23 AM

**Search by station** **Search by train nr.**

From To CONFIRM Select

**Real Time Stations**  
Select a station to see the billboards of departures and arrivals updated in real time.

- Milano Rog.
- Bologna
- Firenze SMN
- Roma Tib.
- Napoli C.
- Salerno
- Venezia S.L.
- Venezia Mestre
- Padova
- Torino P. Susa
- R.Emilia
- Mediopadana
- Roma Termini
- Milano Centrale
- Verona P. Nuova
- Torino P. Nuova
- Brescia
- Ferrara

**Italo 9903** Milano Centrale 05:35 - Napoli C. 10:25  
Next station: Napoli C. DELAY 6'  
Scheduled Arrival: 10:25 Current: 10:31

**Italo 9902** Roma Termini 05:45 - Torino P. Nuova 10:25  
Next station: Torino P. Susa Track: 1 DELAY 9'  
Scheduled Arrival: 10:14 Current: 10:23  
Scheduled Departure: 10:16 AM Current: 10:25  
Ambiente SMART in testa

**Italo 9961/63** Milano Centrale 06:00 - Salerno 11:09 Not updated  
Next station: Napoli C. Track: 23 ON TIME  
Scheduled Arrival: 10:20 Current: 10:24  
Scheduled Departure: 10:35 AM Current: 10:39  
Ambiente SMART in coda

**Italo 9965** Torino P. Nuova 06:05 - Roma Termini 10:14 DELAY 13'  
Next station: Roma Tib. Track: 7  
Scheduled Arrival: 10:04 Current: 10:17  
Scheduled Departure: 10:06 AM Current: 10:19  
Ambiente SMART in testa

**Italo 8955** Brescia 06:27 - Napoli C. 11:45 ON TIME  
Next station: Roma Tib. Track: 15  
Scheduled Arrival: 10:17 Current: 10:20  
Scheduled Departure: 10:19 AM Current: 10:22  
Ambiente SMART in coda

You can't type your station.  
You must open the list

**6** CLICKS FOR THIS TASK

**4'** AVERAGE TIME SPENT

## 3. CHECK YOUR TRAIN

Next station: **Firenze SMN**

Scheduled Arrival: **10:46** Current: **10:55**

Scheduled Departure: **10:54 AM** Current: **11:03**

Ambiente SMART in coda

DELAY 9'

**Italo 8903** Venezia S.L. 08:00 - Roma Termini 11:46

Not updated

Next station: **Firenze SMN** Track: **13**

DELAY 6'

Scheduled Arrival: **10:05** Current: **10:11**

Scheduled Departure: **10:13 AM** Current: **10:19**

Ambiente SMART in testa

**Italo 9915** Torino P. Nuova 08:10 - Napoli C. 14:26

ON TIME

Next station: **R.Emilia Mediopadana** Track: **4**

Scheduled Arrival: **10:21** Current: **10:22**

Scheduled Departure: **10:23 AM** Current: **10:24**

Ambiente SMART in testa

**Italo 9967** Milano Centrale 08:15 - Roma Termini 11:13

ADVANCE 2'

Next station: **Roma Tib.** Track: **15**

Scheduled Arrival: **11:04** Current: **11:02**

Scheduled Departure: **11:06 AM** Current: **11:06**

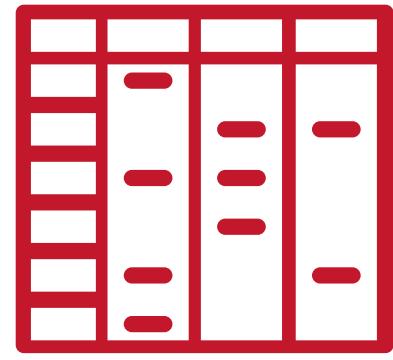
Ambiente SMART in testa

It is really hard to find where to click

You can't type your station.  
You must open the list

**4/5** MENTAL WORKLOAD

21/80



# Check train status - SNCF

## 1. TIMETABLES

The screenshot shows the SNCF homepage with a sidebar on the left containing links like 'Tickets & train status', 'Reservations', 'Timetables & real-time traffic updates', and 'Customer relations'. The main content area is titled 'TIMETABLES & REAL-TIME TRAFFIC UPDATES' and includes a search form for 'A JOURNEY', 'A TRAIN', or 'A STATION TIMETABLE'. It shows a departure from 'Paris (Toutes gares intramuros)' to 'Milan P Garibaldi (Milano)' on '05/04/2018' at '12:30'. Below this, there are sections for 'GEOLOCALISE YOUR TRAIN', 'BUSINESS TRAVEL', and some statistics: '93% OF TRAVELLERS ARE...' and '€1 BILLION SNCF REVENUE HAS INJECTED IN...'.

## 2. SEARCH YOUR TRAIN

This screenshot shows the SNCF Gares & Connexions website. It features a large image of a train station interior. The top navigation bar includes 'Mon compte', 'Gares & Connexions', and 'SNCF'. Below the image, there's a banner 'CRÉONS UNE NOUVELLE EXPÉRIENCE EN GARE'. The search bar is prominently displayed. Other sections include 'NOTRE MÉTIER' (Our business), 'NOS 3 GRANDES MISSIONS' (Our 3 great missions), and a 'LIBÉREZ-VOUS DE VOS BAGAGES!' (Free your bags) advertisement.

## 3. CHECK YOUR TRAIN

This screenshot shows the SNCF Gares & Connexions website specifically for Paris Gare de Lyon. It features a large image of the station building with a clock tower. The search bar is again highlighted. The page includes sections for 'Informations de la gare' (Station information), 'A LA UNE' (Top news), and a detailed train schedule table for departures and arrivals. The table lists TGV, INTERCITES, and RER services to various destinations like Montpellier, Lyon, and Paris.

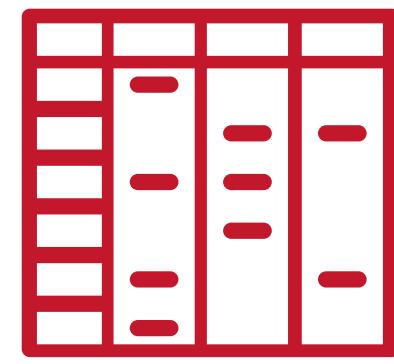
You are redirected to a different page

**6** CLICKS FOR THIS TASK

**2'** AVERAGE TIME SPENT

The page is only in french

**3/5** MENTAL WORKLOAD 22/80



# Check train status - Deutsche Bahn

# **1. CLICK ON PUNCTUALITY**



**DB**

Home | Contact | English

Offers Booking Information Train Fleet My Bahn Login

Timetable & booking Saver fare finder Punctuality My bookings

Find up-to-date information on punctuality using a train number or your booked online or mobile phone ticket.

Search for train number

Outward journey ICE train number Search

Enter ticket details Order number (6 characters) Search

Arrival and departure board Punctuality tools at a glance

Berlin - Prague from EUR 19.90. More information



If you have the train number,  
you can skip the next page

## **2. SEARCH YOUR TRAIN**

**DB**

Home | Contact | FAQs | UK / Ireland A A A

Offers Discover Germany Booking & Timetable Services Trains My Bahn

## Arrival/Departure

Station / Stop

Date / Time    Departure  Arrival

Line / train number (optional)

Means of transport:

**Reset entry** **→ Search**

All information is issued without liability.

Print page Top of page

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No feedback if you write a  
wrong name

# **3. CHECK YOUR TRAIN**

**DB**

Home | Contact | FAQs | A A A

**Offers Discover Germany Booking & Timetable Services Trains My Bahn**

## Departure and arrival

Station / Stop	Munich (München)	Line / train number (optional)								
Date / Time	29.03.18	15:23	<input type="checkbox"/> ICE <input type="checkbox"/> EC <input type="checkbox"/> IC <input type="checkbox"/> D <input type="checkbox"/> NV <input type="checkbox"/> S <input type="checkbox"/> Bus <input type="checkbox"/> Ship <input type="checkbox"/> U <input type="checkbox"/> Taxi							
<input checked="" type="radio"/> Departure <input type="radio"/> Arrival		Means of transport: <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>								
<input type="button" value="Reset entry"/>		<input type="button" value="→ Search"/>								

### Current departure time in München Hbf at 15:23 o'clock

Track works: At the station Mühldorf(Oberbay) delays occurring at present

Please note that traffic may be affected by the current disruption at any time.

Time	Train	Direction / stops on the way	Platform	Real-time information
<b>↑ earlier</b>				
15:23	S 1	Freising München Hbf (tief) 15:23 - München Hackerbrücke 15:25 → München Hirschgarten 15:28 - München-Laim 15:30 - München-Moosach 15:35 - Neufahrn(b Freising) 15:55 - Freising 16:04	2 München Hbf (tief)	
15:23	S 3	Holzkirchen München Hbf (tief) 15:23 - München Karlsplatz 15:24 → München Marienplatz 15:26 - München Isar tor 15:27 - München Rosenheimer Platz 15:29 - München St.Martin-Str. 15:35 - Holzkirchen 16:06	1 München Hbf (tief)	
15:23	S 1	München Flughafen Terminal München Hbf (tief) 15:23 - München Hackerbrücke 15:25 → München Hirschgarten 15:28 - München-Laim 15:30 - München-Moosach 15:35 - Neufahrn(b Freising) 15:55 - München Flughafen Terminal 16:06	2 München Hbf (tief)	
15:24	NV RE 4076	Passau Hbf München Hbf 15:24 - Freising 15:48 - Moosburg 15:58 → Dingolfing 16:38 - Landau(Isar) 16:48 - Plattling 17:00 - Osterhofen(Nby) 17:11 - Passau Hbf 17:37	25	
<b>15:25 current time</b>				
15:25	S 8	Germering-Unterpaffenhofen München Hbf (tief) 15:25 - München Hackerbrücke 15:27 → München Donnersbergerbrücke 15:28 - München Hirschgarten 15:30 - München-Laim 15:32 - München-Westkreuz 15:39 - Germering-Unterpaffenhofen 15:52 <b>Technical incident on train: On the route München-Pasing - Germering-Unterpaffenhofen between München-Westkreuz and München-Neuaubing. There are delays in the commuter rail transport of the Deutsche Bahn.</b>	2 München Hbf (tief)	
15:26	NV M 79027	Traunstein München Hbf 15:26 - München Ost 15:34 - Rosenheim 16:03 - Bad Endorf 16:25 - Prien a Chiemsee 16:31 - Bernau a Chiemsee 16:36 - Übersee 16:42 - Bergen(Oberbay) 16:48 - Traunstein 16:56	12	15:27, Change of platform
15:27	S 7	Kreuzstraße München Hbf (tief) 15:27 - München Karlsplatz 15:28 → München Marienplatz 15:30 - München Rosenheimer Platz 15:33 - Höhenkirchen-Siegertsbrunn 16:00 - Aying 16:07 - Kreuzstraße 16:13	1 München Hbf (tief)	
15:27	NV BOB86827	Schliersee München Hbf GI.27-36 15:27 - München Donnersbergerbrücke 15:30 - München Harras 15:34 - München Siemenswerke 15:37 → Holzkirchen 15:53 - Darching 16:00 - Miesbach 16:08 - Agatharei 16:14 - Hausham 16:17 - Schliersee 16:21	34 München Hbf GI.27-36	
15:27	NV BOB86927	Lenggries München Hbf GI.27-36 15:27 - München Donnersbergerbrücke 15:30 - München Harras 15:34 - München Siemenswerke 15:37 → Werneck 16:02 - Scheßlitz 16:08 - Rod Tölz 16:20 - Gaißach 16:26 - Oberaudorf 16:24 - G.27-36	34 München Hbf GI.27-36	

**6 CLICKS FOR  
THIS TASK**

# 2' AVERAGE TIME SPENT

# 2 / 5 MENTAL WORKLOAD



# Change a ticket - Trenitalia

## 1. CLICK ON MANAGE TICKET

The screenshot shows the Trenitalia website's search interface. At the top, there are tabs for 'PRINCIPALI SOLUZIONI' (highlighted), 'FRECCIE', and 'REGIONALI'. Below the tabs, there are fields for 'Da' (Milano Nord Bovisa) and 'A' (Bergamo). A date selector shows 'Andata 23-03-2018' and 'Ritorno 23-03-2018'. A red button labeled 'CERCA' is prominent. Below the search form, there are promotional banners for Liguria, Piemonte, and Sardegna.

## 2. SEARCH YOUR TRAIN

The screenshot shows the 'Manage your ticket' page. It includes a heading 'Manage your ticket', instructions for managing purchases via 'Purchased Travel' or by PNR, and a form for entering email and PNR/Ticket code. To the right is an image of a hand using a laptop keyboard.

## 3. SEARCH YOUR TRAIN

The screenshot shows a search result page for a purchase. It features the Trenitalia logo and navigation links like 'Orari e acquisto', 'Promozioni e offerte', 'Le Frecce', and 'CartaFRECCIA'. A message in the center states 'Non e' stato possibile trovare un acquisto con i dati inseriti'. Below this, there is a section titled 'Attenzione'.

We were unable to change our ticket

We did not find the recovery code on the ticket

You are redirected to an external page

**6** CLICKS FOR THIS TASK

**3'** AVERAGE TIME SPENT

**4/5** MENTAL WORKLOAD 24/80



# Change a ticket - Italo

## 1. SCROLL DOWN

Manage Journey Offers Destinations & Timetable Italo Go Services Travel with Italo Loyalty Programme

Where do you go? From: Milano (Tutte) To:   
 Round Trip One Way  
 Depart Date: 27-Mar-2018 Return Date: 27-Mar-2018  
 Passengers (14-59): 0-36 months no seat 0-13 years with seat Over 60  
 1 Adult 0 Infants 0 Children 0 Senior  
 30+ passengers  
 Do you have a Promo Code? SEARCH

**BOOK NOW >**

our train tickets and travel all over Italy!  
Get our offers to Milan, Rome, Naples, Venice, Florence and many other cities.

Day return ticket -50% Extra low prices for your day return tickets.  
There and back -10% 10% discount off ticket price if you purchase a round trip ticket.  
Italo Senior -40% If you are over 60, travel saving 40% from Mondays to Thursday!

## 2. CLICK ON CHANGE TICKET

Follow Us [f](#) [t](#) [y](#) [in](#) [i](#) Download Italo Treno [Download on the App Store](#) [GET IT ON Google Play](#)

WHERE TO BUY

- Website [italotreno.it](#) and mobile site
- Italo Apps for iOS e Android
- Italo-ticket-office
- Call Pronto Italo 060708 (sales service fees: 1€)
- Travel Agencies

INFORMATION AND SUPPORT

- FAQ, Frequently Asked Questions
- Call Center 892020 (charge fees)
- Change Ticket
- Compensation Search
- Station Staff

AGENCY LOGIN  
CORPORATE LOGIN  
ITALO IMPRESA LOGIN

OUR TRAIN STATIONS

Milan	Rome	Bologna	Florence	Venice
Naples	Turin	Verona	Brescia	Reggio Emilia
Salerno	Padua	Ferrara	Rovigo	

OUR ROUTES

Milan - Rome	Naples - Rome	Rome - Florence	Rome - Venice	Milan - Florence
Bologna - Milan	Florence - Naples	Naples - Milan	Rome - Turin	Turin - Milan
Rome - Bologna	Rome - Verona	Naples - Bologna	Naples - Turin	

ITALOBUS

Parma	Mantova	Modena	Cremona	Bergamo
Bergamo	Bergamo	Potenza	Ferrandina	Picerno
Matera	Cremona	Frascineto	Lauria	Sala Consilina
Rovereto	Trento	Cosenza	Rovereto	Rovereto

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.italo

## 3. TYPE YOUR DATA

Where are you going? From: To: continue

Manage Journey Already registered? Login to see all your next journeys

USE YOUR TICKET CODE IN ORDER TO...

- View or change your journey
- Search for a "Credito Italo"
- Couple an Italo Più code

Until 3 minutes prior train departure

First Name: Second Name: Ticket Code: Where can I find the Ticket Code?

Search Ticket

Follow Us [f](#) [t](#) [y](#) [in](#) [i](#) Download Italo Treno [Download on the App Store](#) [GET IT ON Google Play](#)

WHERE TO BUY

- Website [italotreno.it](#) and mobile site
- Italo Apps for iOS e Android
- Italo-ticket-office
- Call Pronto Italo 060708 (No sales fees)
- Travel Agencies

INFORMATION AND SUPPORT

- FAQ, Frequently Asked Questions
- Call Center 892020 (charge fees)
- Change Ticket
- Compensation Search
- Station Staff

AGENCY LOGIN  
CORPORATE LOGIN  
ITALO IMPRESA LOGIN

OUR TRAIN STATIONS

Milan	Rome	Bologna	Florence	Venice
Naples	Turin	Verona	Brescia	Reggio Emilia
Salerno	Padua	Ferrara	Rovigo	

OUR ROUTES

Milan - Rome	Naples - Rome	Rome - Florence	Rome - Venice	Milan - Florence
Bologna - Milan	Florence - Naples	Naples - Milan	Rome - Turin	Turin - Milan
Rome - Bologna	Rome - Verona	Naples - Bologna	Naples - Turin	

ITALOBUS

Parma	Mantova	Modena	Cremona	Bergamo
Bergamo	Bergamo	Potenza	Ferrandina	Picerno
Matera	Cremona	Frascineto	Lauria	Sala Consilina
Rovereto	Trento	Cosenza	Rovereto	Rovereto

It is really hard to find where to click

5 CLICKS FOR THIS TASK

3' AVERAGE TIME SPENT

3/5 MENTAL WORKLOAD 25/80



# Change a ticket - SNCF

## 1. CLICK ON CHANGE TICKET

**GRÈVE NATIONALE**  
Circulation des trains très perturbée à partir du mardi 3 avril

**Itinéraires** >  
Trouvez le meilleur trajet porte à porte combinant les différents modes de transport

**Réservation de billets** >  
Réservez facilement votre billet de train voyager en France et en Europe

**Recherche de train** >  
Consultez le détail de votre voyage à l'aide du numéro de train

**Informations trafic** >  
Consultez l'état du trafic en temps réel – Grandes lignes, TER, Île-de-France

**Boutiques & bornes SNCF** >  
Nos boutiques et bornes pour acheter vos billets et organiser votre voyage

## 2. CLICK ON EXCHANGE

**Travel last minute**  
at low fares by bus

**Discover our bus travels & extra services**

- Summer train tickets**: Your TGV, OUIGO and Intercités train tickets are now available for travel around France this summer...
- OUIGO low cost**: From 10€ Train tickets from 10€
- Book your hotel**: Accommodation
- Exchange & refunds**: Exchange and refund

## 3. TYPE YOUR DATA

**TRAIN : MANAGE MY BOOKINGS**

**USE THIS AREA TO:**

- Consult your bookings**: Recover your journey details: departure and arrival times, seat number, on-board services etc.
- Confirm an option, make an on-line payment**: Don't lose your option! Confirm your option at any time of day from the comfort of your own home pay on-line and have your ticket delivered to your home free of charge. Alternatively, you can pick it up at the station right up to the last minute!
- Create or print your print-at-home ticket**: You haven't yet printed your print-at-home ticket or have you lost it and want to reprint it?
- Cancel your bookings**: Cancel the tickets you have bought at OUI.sncf directly on line (subject to terms and conditions of the fare).

**OUI MOBILE APP**: Now available for iOS and Android

**PAYMENT METHODS**: VISA, MasterCard, American Express, PayPal, Terms and conditions

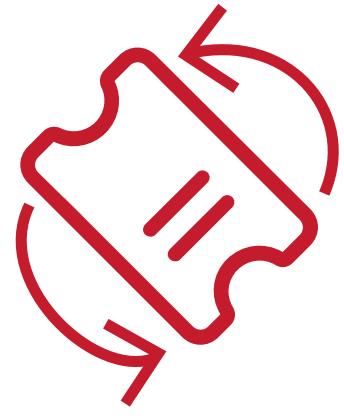
You can change your ticket from the french page only

You are redirected to OUI SNCF

**4** CLICKS FOR THIS TASK

**1'** AVERAGE TIME SPENT

**3/5** MENTAL WORKLOAD 26/80



# Change a ticket - Deutsche Bahn

## 1. CLICK ON EXCHANGES

The screenshot shows the Deutsche Bahn homepage. At the top left, there are two large images: one of European landmarks (Eiffel Tower, Big Ben, Leaning Tower) and one of a red ICE train. Below these are sections for "Discover Germany from EUR 39.90" and "Discover Germany's federal states". A "Next" button is visible. In the center, there's a section titled "Popular travel destinations in Germany" with four images of Berlin, Neuschwanstein Castle, Hamburg, and Frankfurt. Below this are "Offers", "Booking information", "Train fleet", and "Popular connections" sections. At the bottom, there are download links for the app and payment method information.

## 2. CLICK ON ORDER SEARCH

The screenshot shows the "Booking Information" page under the "Train Fleet" menu. It features a large image of a hand pointing at a laptop screen. Below it is a section titled "Exchanging or cancelling train tickets or seat reservations: here's how." It includes a note about exchanging or canceling tickets and a "Show all bookings" button. Further down are sections for "Exchange", "Cancellations and refunds", and "Seat reservations". A "Search" button is located at the bottom right.

## 3. TYPE YOUR DATA

The screenshot shows the "Order search" page. It has fields for "Order Number", "Surname of the passenger", and "Verification code". There is also a CAPTCHA field with the code "nFNVs". A "Search" button is at the bottom right. The page includes standard footer links like Home, Contact, FAQs, and My Bahn.

Tasks are grouped, so it is really easy to find the link

If you have an account, you don't have to type your train code

**6** CLICKS FOR THIS TASK

**2'** AVERAGE TIME SPENT

**2/5** MENTAL WORKLOAD 27/80

# Results

---



## PROS

You don't have to type to check your train

## CONS

Different webpages  
Different language - different layout  
Not indicative service names  
No help or feedback



Generally, less mental workload and clicks than Trenitalia

Hard to find links



Good usage of icons  
Good subdivision of tasks

Different webpages  
Different language - different layout  
Some pages are only in french



Wizard menu provides feedback  
Tabs menu

Too much steps to perform a task  
Can't return to the homepage by clicking the logo

# Index

---

- 3. General description and competitors
- 6. Personas and tasks
- 14. Selected tasks
- 30. Parameters**
- 37. Heuristic analysis
- 51. Redesign

# Parameters

---

## LOADING SPEED

Time to load the page



## GRAPHICAL COHERENCE

Consistency between 1st and 2nd level pages



## SEARCH ENGINE

Usefulness of the search box



## RESPONSIVENESS

Ability to adapt to different screen sizes



# Parameters

---

## LANGUAGE AVAILABILITY

Number and quality  
of translations



No translations

Multiple languages /  
Mediocre translations

Multiple languages /  
Translations above  
average

## HELP/FEEDBACK

Visual feedback quality and  
error management



Lack of help and  
feedback /  
No error management

Inconsistent  
help

You are guided  
along every step

## EASE OF USE

How easy is the website to  
use



Performing a task  
is complicated

Only the most used  
tasks are easy to do

Difficult tasks are  
made easy by the  
interface

## INFORMATION AVAILABILITY

How the most important  
information is shown



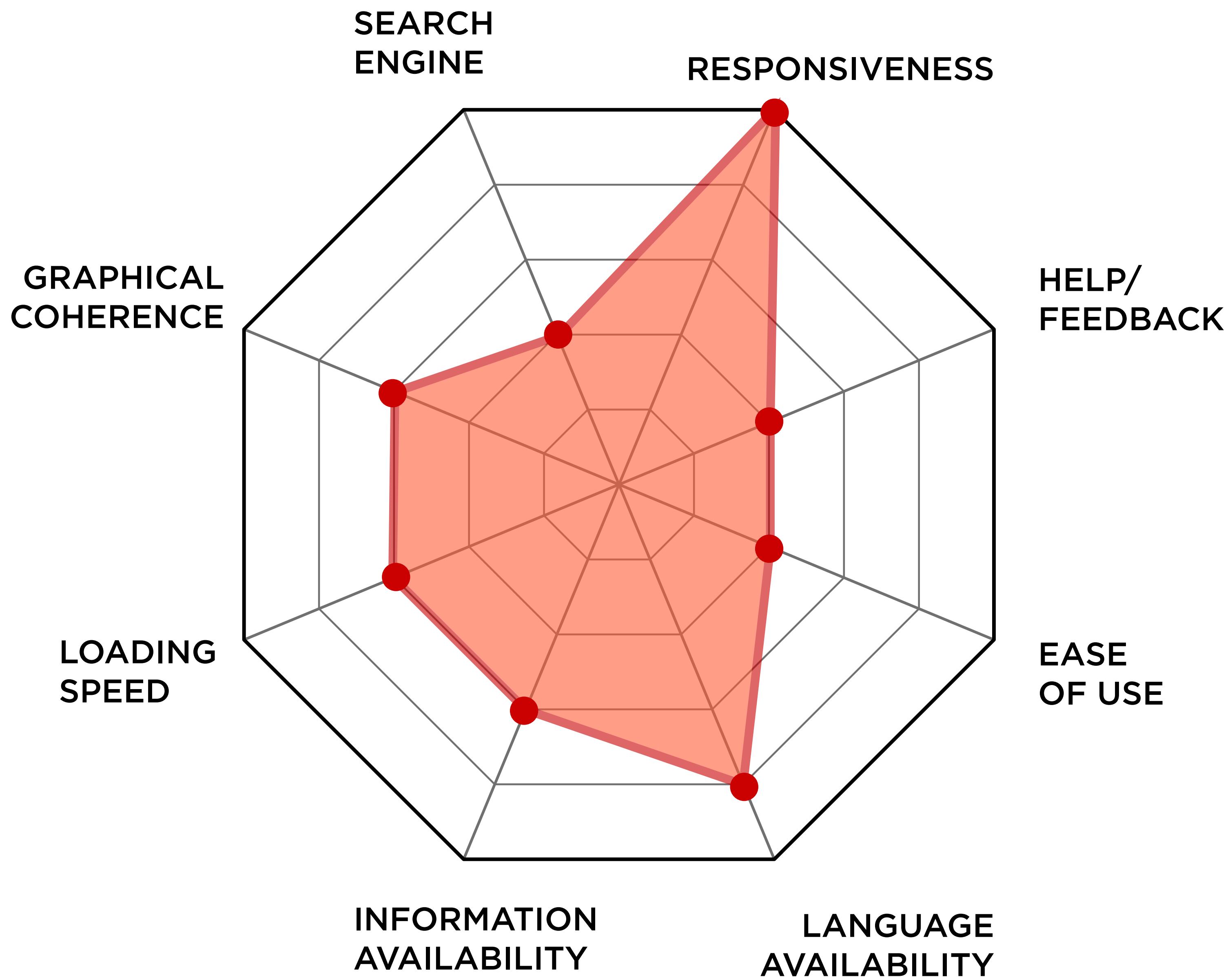
Lack of info about  
strikes or FAQ

Information is shown, but it  
is not so visible/clear

All needed  
information is shown

# Trenitalia

---

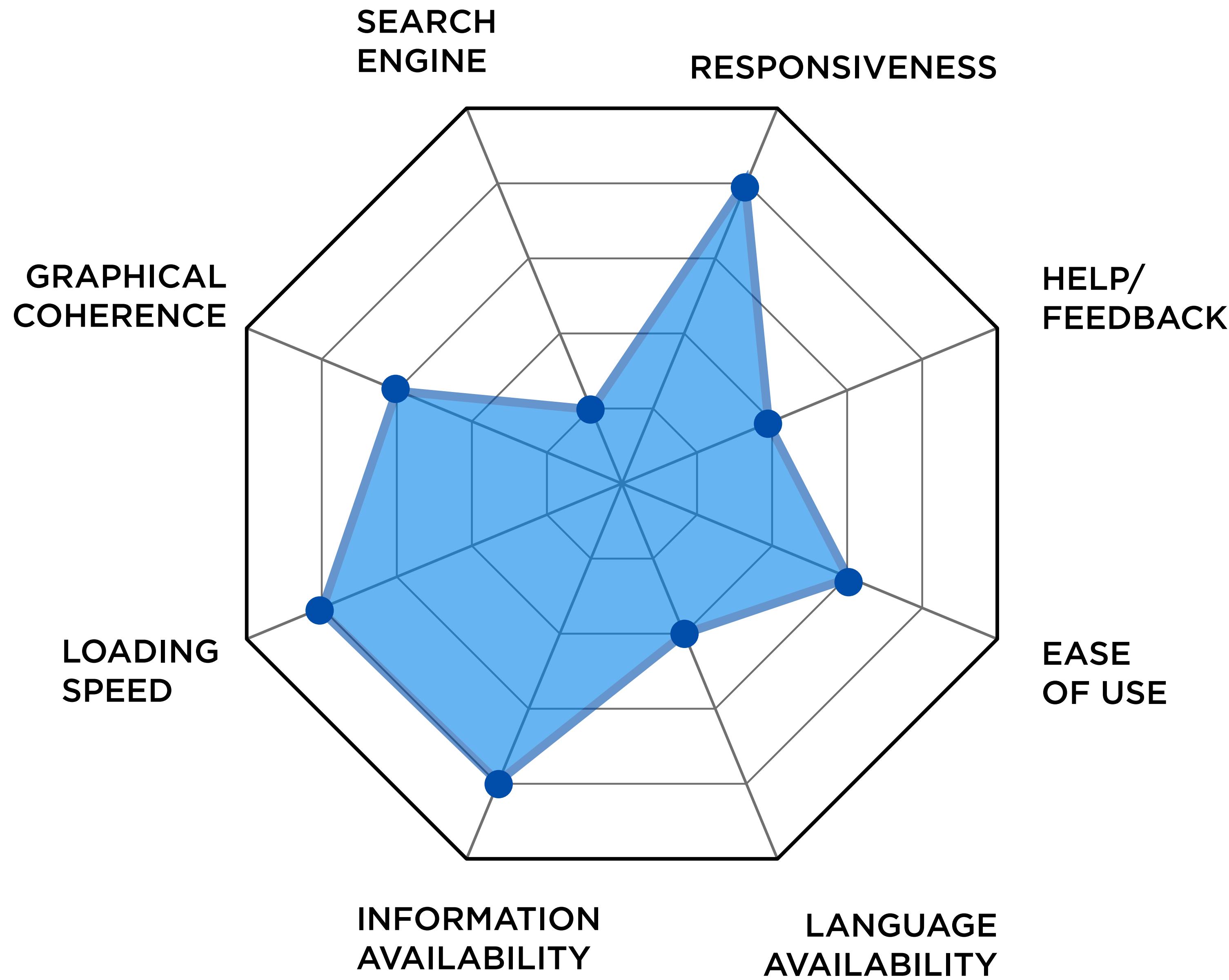


**3 GRAPHICAL COHERENCE**  
**2 SEARCH ENGINE**  
**5 RESPONSIVENESS**  
**2 HELP/FEEDBACK**  
**2 EASE OF USE**  
**4 LANGUAGE AVAILABILITY**  
**3 INFO AVAILABILITY**  
**3 LOADING SPEED**

- ✗ There is too much information overload
- ✗ Some services' names can be confusing
- ✓ Mobile version is well designed

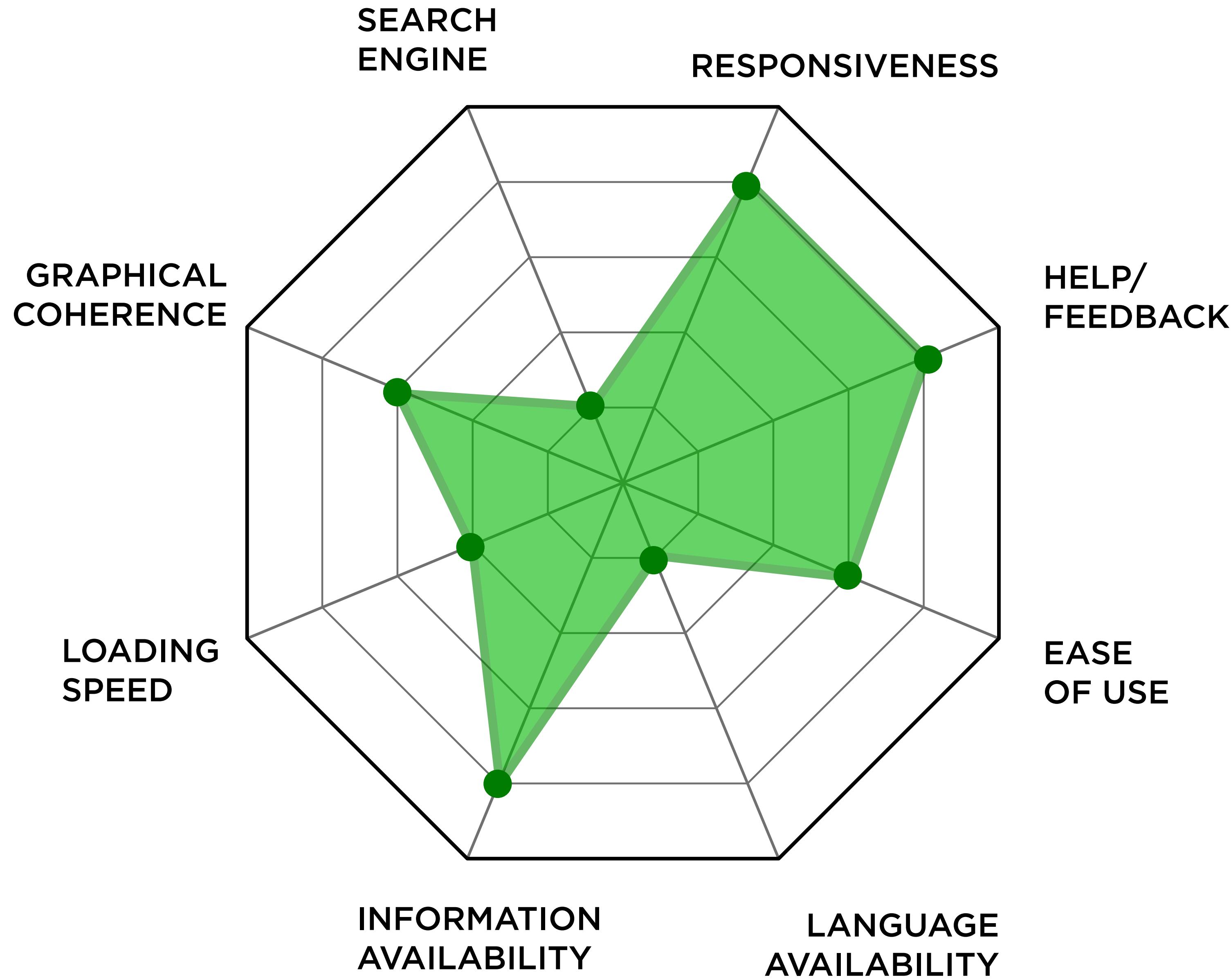
# Italo

---



- 3 GRAPHICAL COHERENCE**
- 1 SEARCH ENGINE**
- 4 RESPONSIVENESS**
- 2 HELP/FEEDBACK**
- 3 EASE OF USE**
- 2 LANGUAGE AVAILABILITY**
- 4 INFO AVAILABILITY**
- 4 LOADING SPEED**

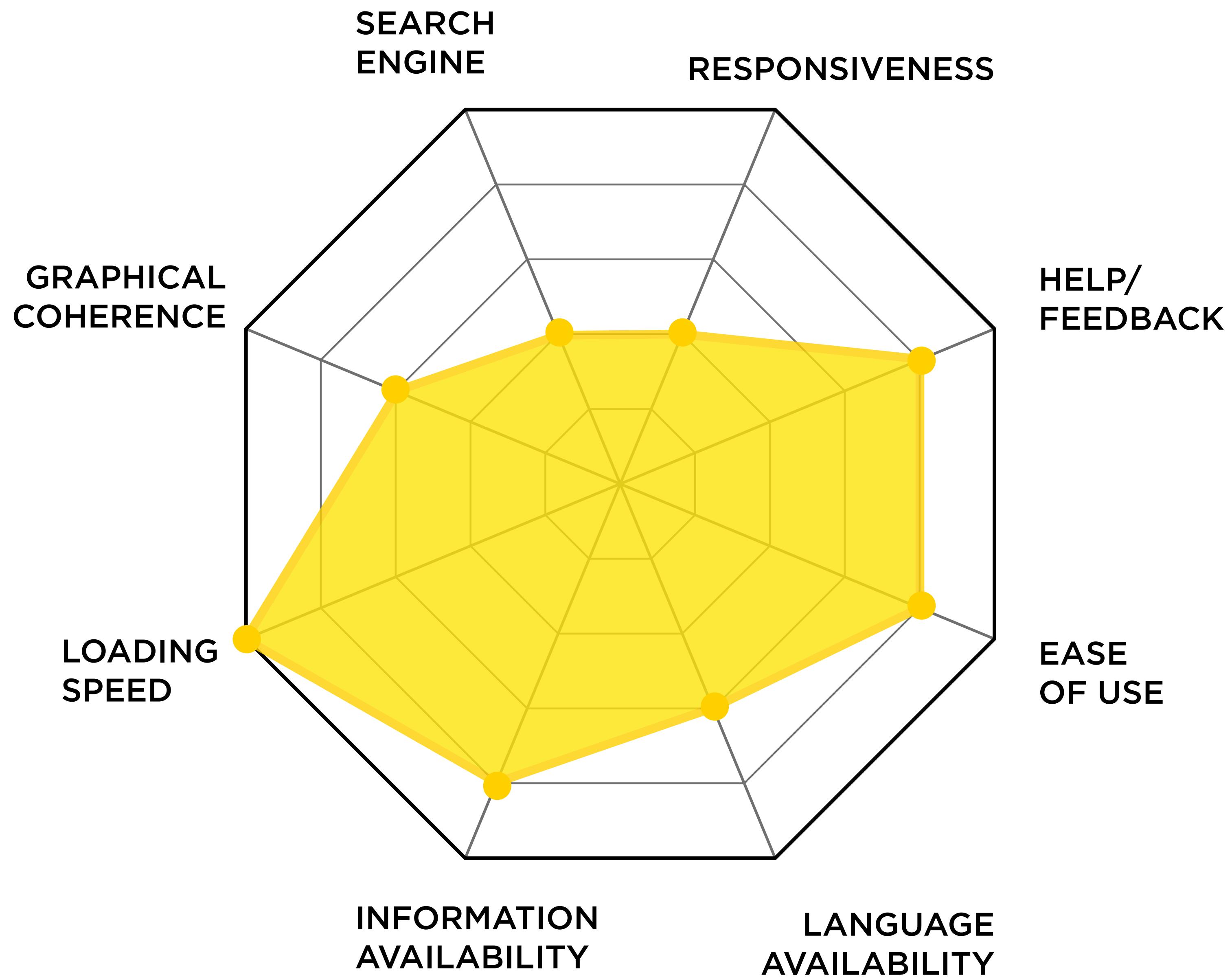
- X There is no search engine
- X Important tasks are hidden in the footer
- ✓ Mobile version is well designed



- 3 GRAPHICAL COHERENCE**
- 1 SEARCH ENGINE**
- 4 RESPONSIVENESS**
- 4 HELP/FEEDBACK**
- 3 EASE OF USE**
- 1 LANGUAGE AVAILABILITY**
- 4 INFO AVAILABILITY**
- 2 LOADING SPEED**

- ✗ There is no search engine
- ✗ Translation of the site is under construction
- ✓ The most important information is available

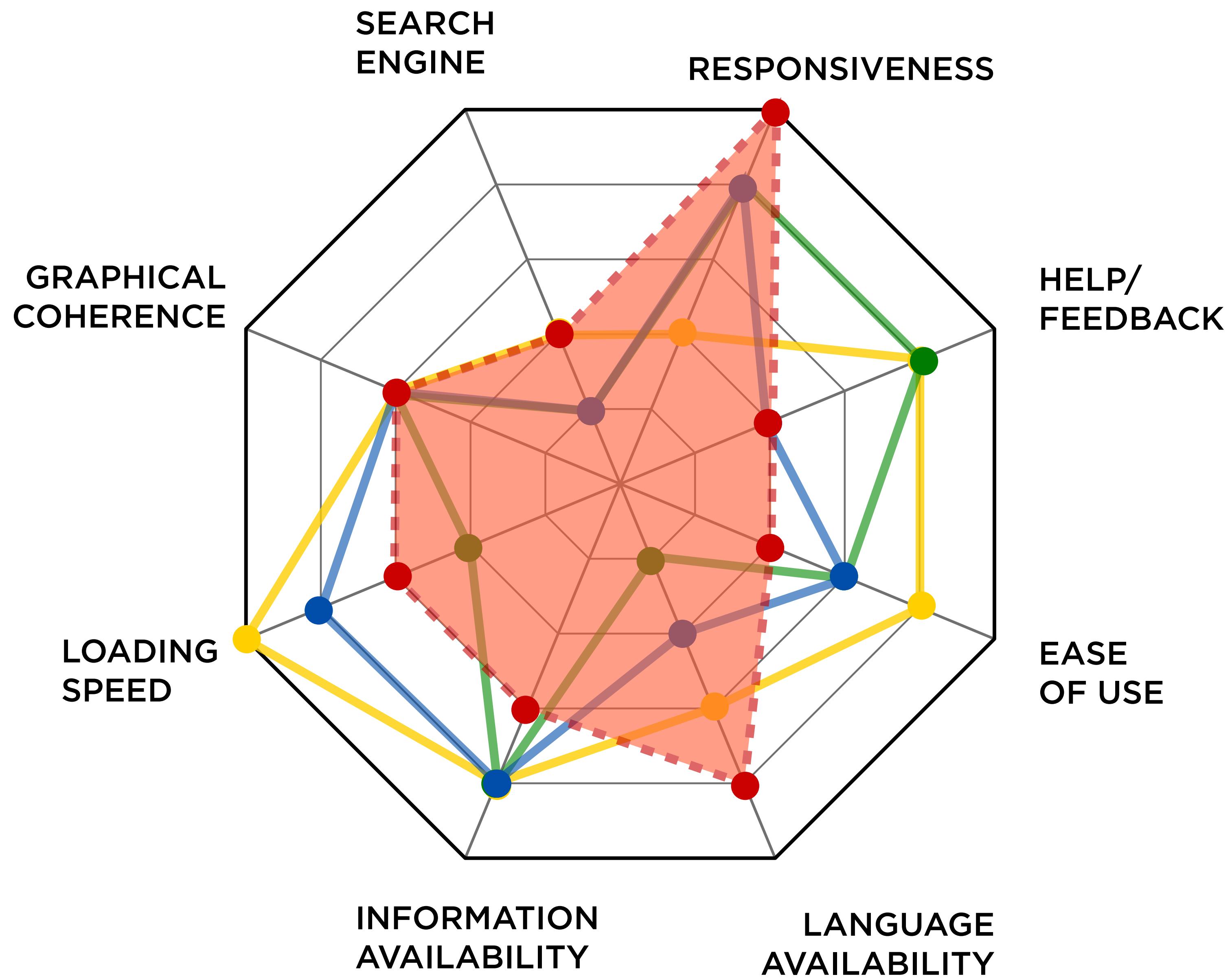
# Deutsche Bahn



- 3 GRAPHICAL COHERENCE**
- 2 SEARCH ENGINE**
- 2 RESPONSIVENESS**
- 4 HELP/FEEDBACK**
- 4 EASE OF USE**
- 3 LANGUAGE AVAILABILITY**
- 4 INFO AVAILABILITY**
- 5 LOADING SPEED**

- ✗ Most important pages are not responsive
- ✗ You can't use browser back/forward button
- ✓ While booking, there is a helpful progress bar

# Comparison



Trenitalia can be improved in:

- Provide the right information when needed
- Give better feedback
- Reduce unuseful content in order to improve the load speed
- Improve on user-friendliness

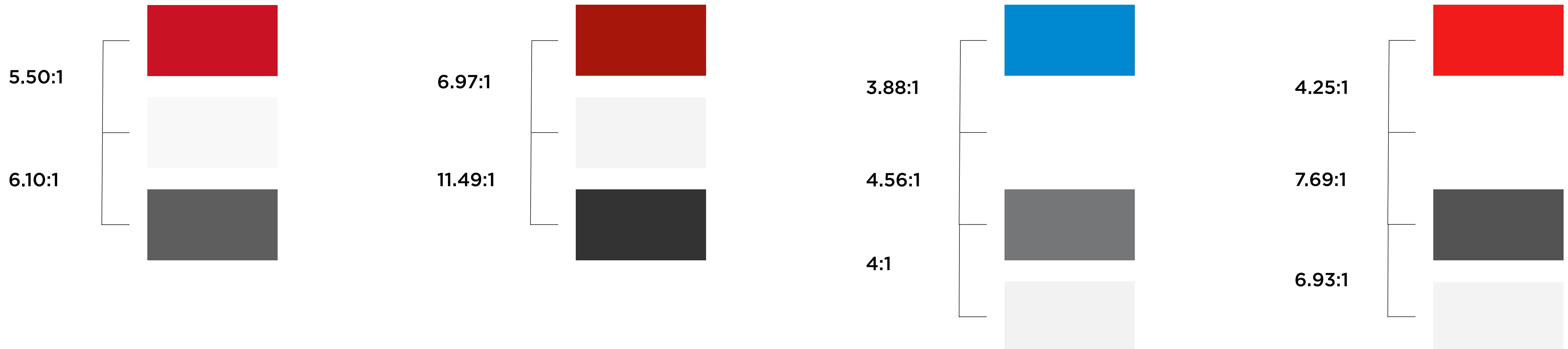
# Index

---

- 3. General description and competitors
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- 14. Selected tasks
- 30. Parameters
- 37. Heuristic analysis**
- 51. Redesign

# Color palette and contrast ratio

---



*For every website,  
minimum requirements for readability are respected.*

# Color palette and contrast ratio

---



BUTTON

Link

BUTTON

Link Link

Button

Link

Button

> Link

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.  
Donec sit amet mauris  
interdum, hendrerit arcu a,  
consectetur velit. Nunc a quam  
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quam quis diam efficitu

Lorem ipsum dolor sit amet,  
consectetur adipiscing  
elit. Donec sit amet mauris  
interdum, hendrerit arcu a,  
consectetur velit. Nunc a  
quam quis diam efficitu

# Booking Analysis

The screenshot shows a promotional banner for 'THE RIGHT OFFER FOR THREE FROM TRENTALIA' with a 'SPECIAL 3X2 OFFER' where 'THREE SEATS AT THE BASE PRICE OF TWO'. Below the banner, there's a search form for 'ALL TRAINS' (selected), 'FRECCE', and 'REGIONAL' services. It includes fields for 'From' and 'To' stations, travel dates (08-03-2018, 17:00), and passenger counts (1 Adult, 0 Children). A 'SEARCH' button is present. At the bottom, there's a note about rounding and seat availability, and links for 'MANAGE TICKET' and 'ADVANCED SEARCH'.

## From/To

- Website doesn't locate you
- Results are in italian
- Suggestions are mandatory
- No error prevention

## Date and hour

- Date and hour are in different forms

## Traveller's

- Information button is useful, but when you click, a new window opens

# Booking Analysis

The screenshot shows a promotional landing page for Trenitalia's "Special 3x2 Offer". The top banner features a woman in a colorful winter outfit with the text "THE RIGHT OFFER FOR THREE FROM TRENTALIA" and "SPECIAL 3X2 OFFER". Below the banner, the text "THREE SEATS AT THE BASE PRICE OF TWO" is displayed. A red "MORE INFO" button is visible. The main search form has tabs for "ALL TRAINS", "FRECCE" (selected), and "REGIONAL". It includes fields for "From" and "To" destinations, travel dates (08-03-2018 at 17:00 for both legs), and passenger counts (1 adult, 0 children). Buttons for "SEARCH", "MANAGE TICKET", and "ADVANCED SEARCH" are present. A note at the bottom states: "Subject to rounding which could affect the overall price. The offer has limited seat availability and restrictions." Below the form, it says "Special 3x2 Offer" and "Leonardo Express to Fiumicino airport".

- The difference between “Frecce” and “Regional” is not explained
- One way/Return can be removed
- “Advanced search” redirects you to a similar form. “Subscription & Carnet” redirects to the previous link
- “Search” button should be grayed out until every part of the form is filled. The button is near an advertising.

# Booking Analysis

The screenshot shows the Trenitalia booking interface. At the top, there are links for Home Trenitalia, FS News, FSNews Radio, LaFreccia.tv, LaFreccia.mag, Italiano, and a language dropdown. Below that is the Trenitalia logo and navigation links for Assistenza e Contatti and Area riservata. A progress bar at the top indicates steps 1. Nuova ricerca, 2. Scelta viaggio, 3. Dati e pagamento, and 4. Riepilogo. A "Help" button with a question mark icon is also present.

**Viaggio di andata**

Stazione di partenza: Milano Nord Bovisa | Stazione di arrivo: Bergamo | Data partenza: 23-03-2018 | Orario: 12:00 | Adulti: 1 | Ragazzi: 0 | Aggiorna

Stai visualizzando:  Frecce  Regionali  Principali Soluzioni

**Prezzo: 5,50 €**

Partenza	Arrivo	Durata	Treno	Prezzo
Milano Nord Bovisa 12:19	Bergamo 13:40	⌚ 1h 21' Cambi: 1 ▾	Regionale 24933 Regionale 10769	
Milano Nord Bovisa 12:49	Bergamo 14:38	⌚ 1h 49' Cambi: 2 ▾	Regionale 24935 Regionale 2069 Regionale 24781	da <b>5,50 €</b>

Regionale 24935 - da Milano Nord Bovisa a Milano Centrale - Regionale 2069 - da Milano Centrale a Treviglio - Regionale 24781 - da Treviglio a Bergamo

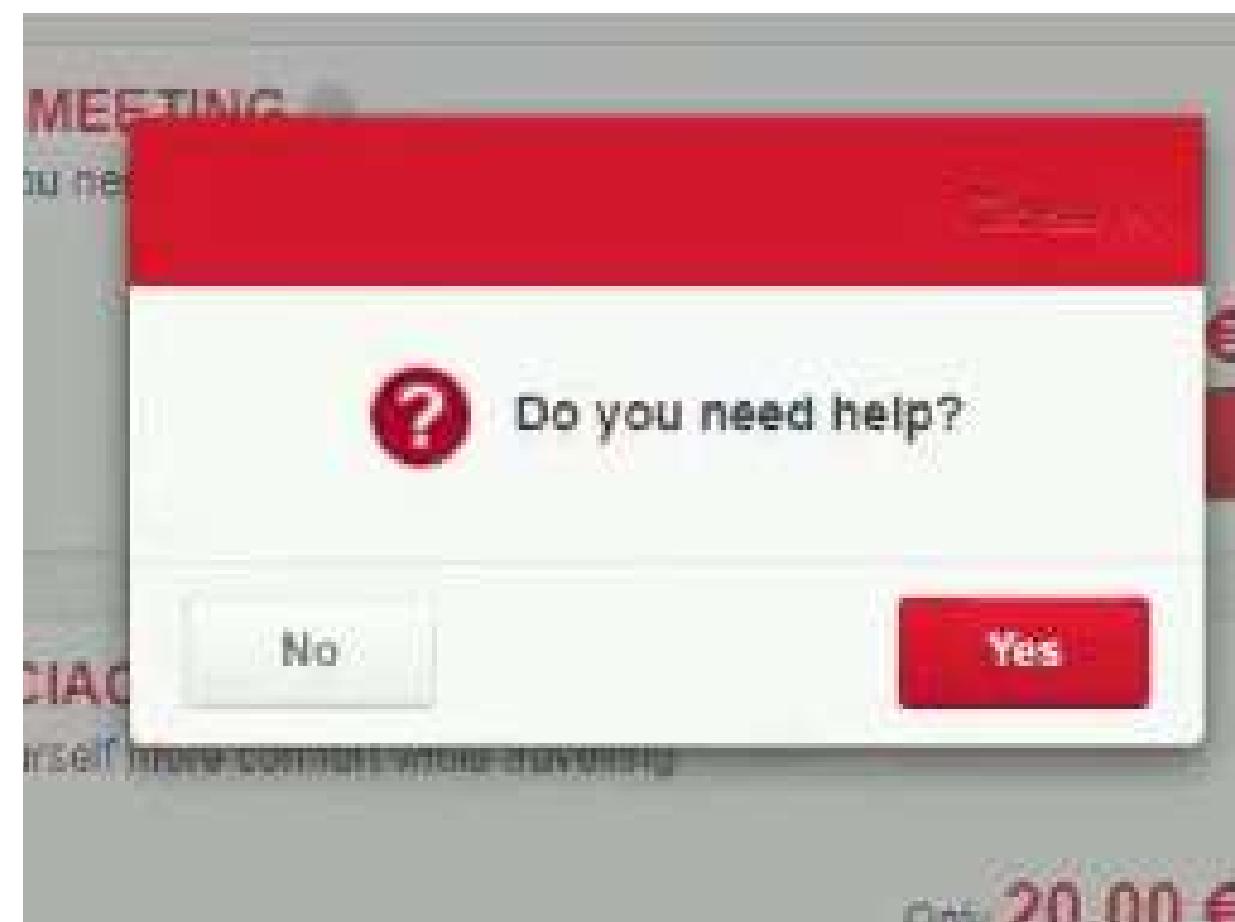
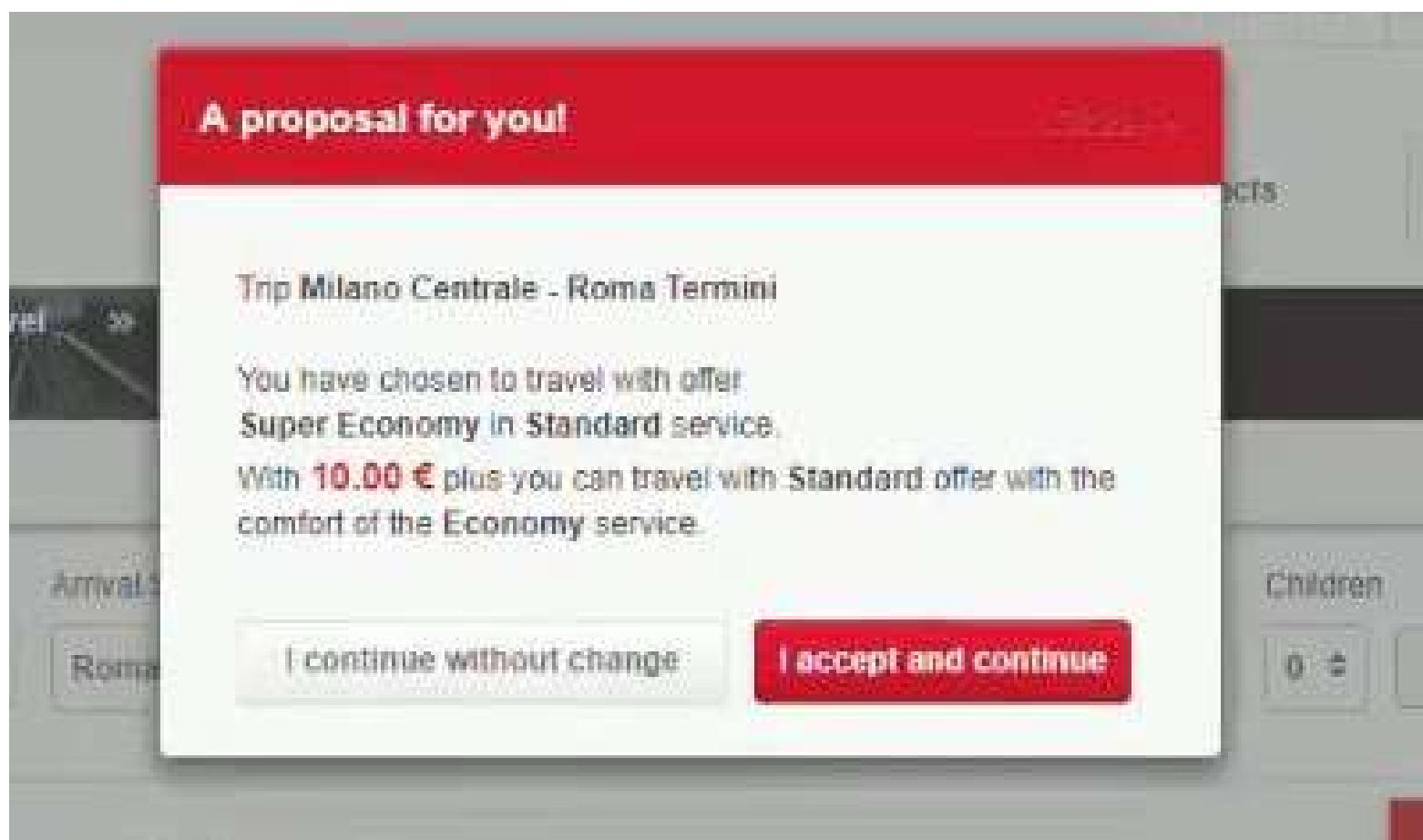
On the top of the page, a new form appears. The graphic style has changed

When you click on the “Help” button, a long .pdf (26 pages) will appear in a new tab

Help/information icons are different, and some of them are not working

All information related to plans and offers are merged together in a new page

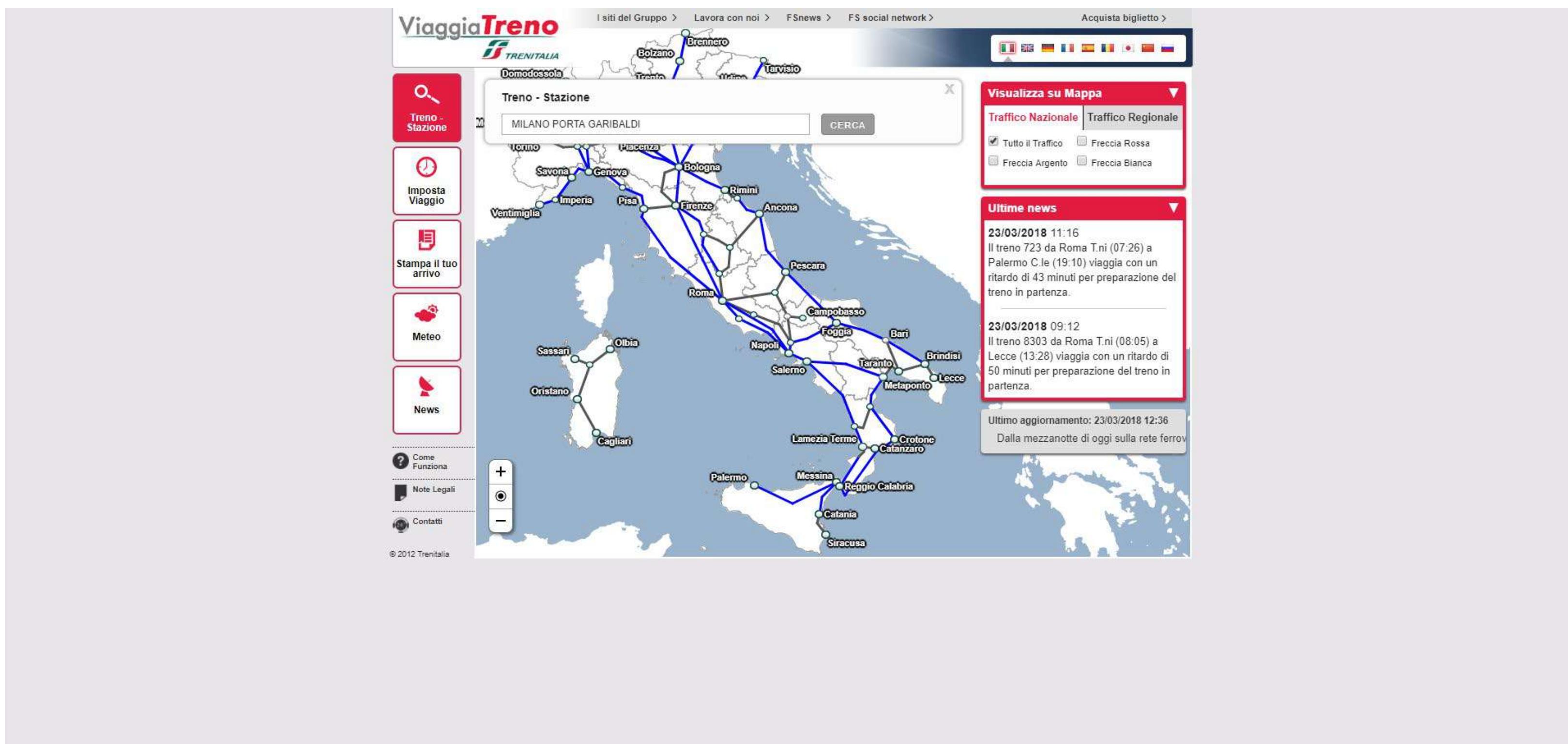
# Booking Analysis



Red alert and buttons stand for warnings. Default choice should not be driven only by marketing purposes

After some minutes of inactivity, a help box will appear.

# Train Status Analysis



- You won't find a link for "Timetables" or "Viaggiatreno" on the english version of Trenitalia's homepage.
- If you search "Viaggiatreno" in the search box, no results will be shown
- Viaggiatreno is on a new web page, by default in italian.

# Train Status Analysis

The screenshot shows the homepage of the ViaggiaTreno website. At the top, there's a navigation bar with links to 'I siti del Gruppo', 'Lavora con noi', 'FSnews', 'FS social network', and 'Acquista biglietto'. Below the navigation is a language selection bar with icons for Italian, English, German, French, Spanish, Portuguese, Dutch, Japanese, and Chinese. On the left side, there's a sidebar with several buttons: 'Treno - Stazione' (selected), 'Imposta Viaggio', 'Stampa il tuo arrivo', 'Meteo', and 'News'. Below these are links to 'Come Funziona', 'Note Legali', and 'Contatti'. A copyright notice at the bottom left says '© 2012 Trenitalia'. The main content area features a map of Italy with major cities labeled. Blue lines represent train routes, with some segments highlighted in red or grey. A search bar at the top left of the map area allows users to enter a station name ('MILANO PORTA GARIBALDI') and click 'CERCA'. To the right of the map is a sidebar titled 'Visualizza su Mappa' with tabs for 'Traffico Nazionale' (selected) and 'Traffico Regionale'. It includes checkboxes for 'Tutto il Traffico' (checked), 'Freccia Rossa', 'Freccia Argento', and 'Freccia Bianca'. Below this is a section titled 'Ultime news' containing two news items:

- 23/03/2018 11:16  
Il treno 723 da Roma T.ni (07:26) a Palermo C.le (19:10) viaggia con un ritardo di 43 minuti per preparazione del treno in partenza.
- 23/03/2018 09:12  
Il treno 8303 da Roma T.ni (08:05) a Lecce (13:28) viaggia con un ritardo di 50 minuti per preparazione del treno in partenza.

At the bottom of the sidebar, it says 'Ultimo aggiornamento: 23/03/2018 12:36' and 'Dalla mezzanotte di oggi sulla rete ferrov'.

- The container should fit the entire page
- The map only shows a couple of connections that are not usable
- Weather is not visible on the map and is mixed with connections
- News is not related to your train or station

# Train Status Analysis

The screenshot shows the homepage of the ViaggiaTreno website. At the top, there's a navigation bar with links to 'I siti del Gruppo', 'Lavora con noi', 'FSnews', 'FS social network', and 'Acquista biglietto'. Below the navigation is a language selection bar with icons for Italian, English, German, French, Spanish, Dutch, Japanese, and Chinese. On the left side, there's a sidebar with several buttons: 'Treno - Stazione' (highlighted in red), 'Imposta Viaggio', 'Stampa il tuo arrivo', 'Meteo', 'News', 'Come Funziona', 'Note Legali', and 'Contatti'. The main content area features a map of Italy with a dense network of blue lines representing train routes. A search bar at the top left of the map area says 'MILANO PORTA GARIBALDI' and has a 'CERCA' button. To the right of the map is a 'Visualizza su Mappa' section with tabs for 'Traffico Nazionale' (selected) and 'Traffico Regionale'. It includes checkboxes for 'Tutto il Traffico' (checked), 'Freccia Rossa', 'Freccia Argento', and 'Freccia Bianca'. Below this is a 'Ultime news' section with two entries:

- 23/03/2018 11:16  
Il treno 723 da Roma T.ni (07:26) a Palermo C.le (19:10) viaggia con un ritardo di 43 minuti per preparazione del treno in partenza.
- 23/03/2018 09:12  
Il treno 8303 da Roma T.ni (08:05) a Lecce (13:28) viaggia con un ritardo di 50 minuti per preparazione del treno in partenza.

At the bottom left of the map area, it says 'Ultimo aggiornamento: 23/03/2018 12:36' and 'Dalla mezzanotte di oggi sulla rete ferrov'.

- "Search by train" and "Search by station" can be merged
- There are no smart suggestions or errors prevention
- A good thing is that "Search" button is grayed out

# Train Status Analysis

The screenshot shows the ViaggiaTreno website interface for Milan Central Station (Milano Centrale). The left sidebar contains links for search, travel setup, printing arrival, weather, news, how it works, legal notes, and contacts. The main content area displays two tables: 'PARTENZE' (Departures) and 'ARRIVI' (Arrivals). The 'PARTENZE' table lists five trains departing from Milan to various destinations like Napoli, Torino, and Bergamo. The 'ARRIVI' table lists five trains arriving at Milan from destinations like Torino, Livorno, and Venezia. Each row in the tables includes train number, destination, departure/arrival time, scheduled/actual binoculars, orientation, and delay status (green dot for on-time, yellow dot for late).

PARTENZE						
Treno	Per	Delle ore	Bin. previsto	Bin. reale	Orientamento	Ritardo
ES* FR 9651	NAPOLI CENTRALE	18:00	21	20	Executive in testa	● in orario
ES* FR 9638	TORINO P.NUOVA	18:05	11	6	Executive in coda	● in orario
IC 1579	LIVORNO CENTRALE	18:05	15	15	--	non partito
REG 2631	BERGAMO	18:05	13	13	--	non partito
ES* FR 9742	TORINO P.NUOVA	18:10	5	5	Executive in testa	● in orario

ARRIVI						
Treno	Da	Delle ore	Bin. previsto	Bin. reale	Orientamento	Ritardo
REG 2023	TORINO P.NUOVA	17:46	4	4	--	● in orario
IC 1574	LIVORNO CENTRALE	17:50	20	18	--	● ritardo 14 min.
REG 2630	BERGAMO	17:50	13	13	--	● ritardo 10 min.
EC 10	VENEZIA S. LUCIA	17:55	8	8	--	● ritardo 9 min.
ES* FR 9638	ROMA TERMINI	17:55	11	6	Executive in testa	● in orario

- Departures and arrivals can be reorganized into vertical boxes
- The city map is useless because you can't print it or search anything

# Change a ticket Analysis

## Manage your ticket

To manage your purchase **you can log into your area**, go to **Purchased Travel** and visualise the journey you wish to modify.

Alternatively, you can manage your ticket by using the following form, filling in with the PNR and the email used for the purchase.

If you bought your ticket without being registered, you can retrieve your ticket filling in your name, surname and **Code for retrieving the purchase (CRA)** that appears on the post -payment page.



I have the PNR/Ticket code    I purchased without registration

Email:

PNR/Ticket code:

**Search**



According to the fare you bought, you can avail of the following online services:

- change your booking
- manage your ticket
- request a refund
- request compensation for delay
- add or void passengers on your journey

**Travel with Trenitalia**

Buy tickets >

**Purchasing services**

Online invoicing >

Compensation for delay >

Regional online tickets and passes >

Form to apply for refund or compensation for national trains >

**Frecciarossa**

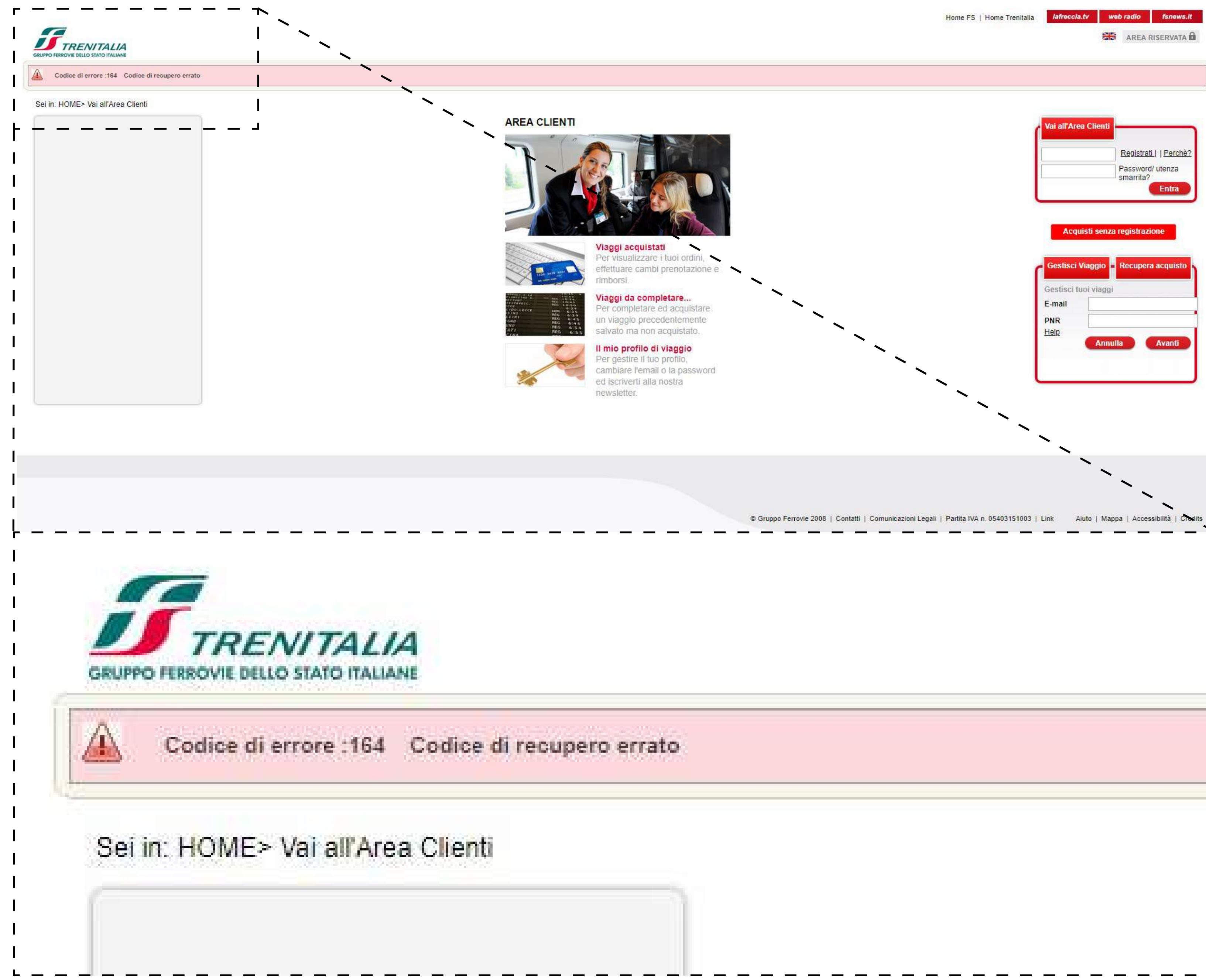
- “Manage ticket” is easy to find on the homepage

- No help to understand what “PNR/Recovery Code” is and where to find it.

- Search button should be grayed out until all forms are filled

- There is no realtime feedback or error prevention

# Change a ticket Analysis



- A new page is opened
- No error handling
- If you type the wrong code, you must start again because your information is not stored

# Index

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- 3. General description and competitors
- 6. Personas and tasks
- 14. Selected tasks
- 30. Parameters
- 37. Heuristic Analysis
- 51. Redesign**

# About the redesign

---

## **TRENITALIA'S REDESIGN**

- After we began the redesign part, Trenitalia's website changed.
- Some usability errors that we found have already been fixed.
- For this reason, in the redesign, we considered the old version of the site.

# About the redesign

## OLD VERSION

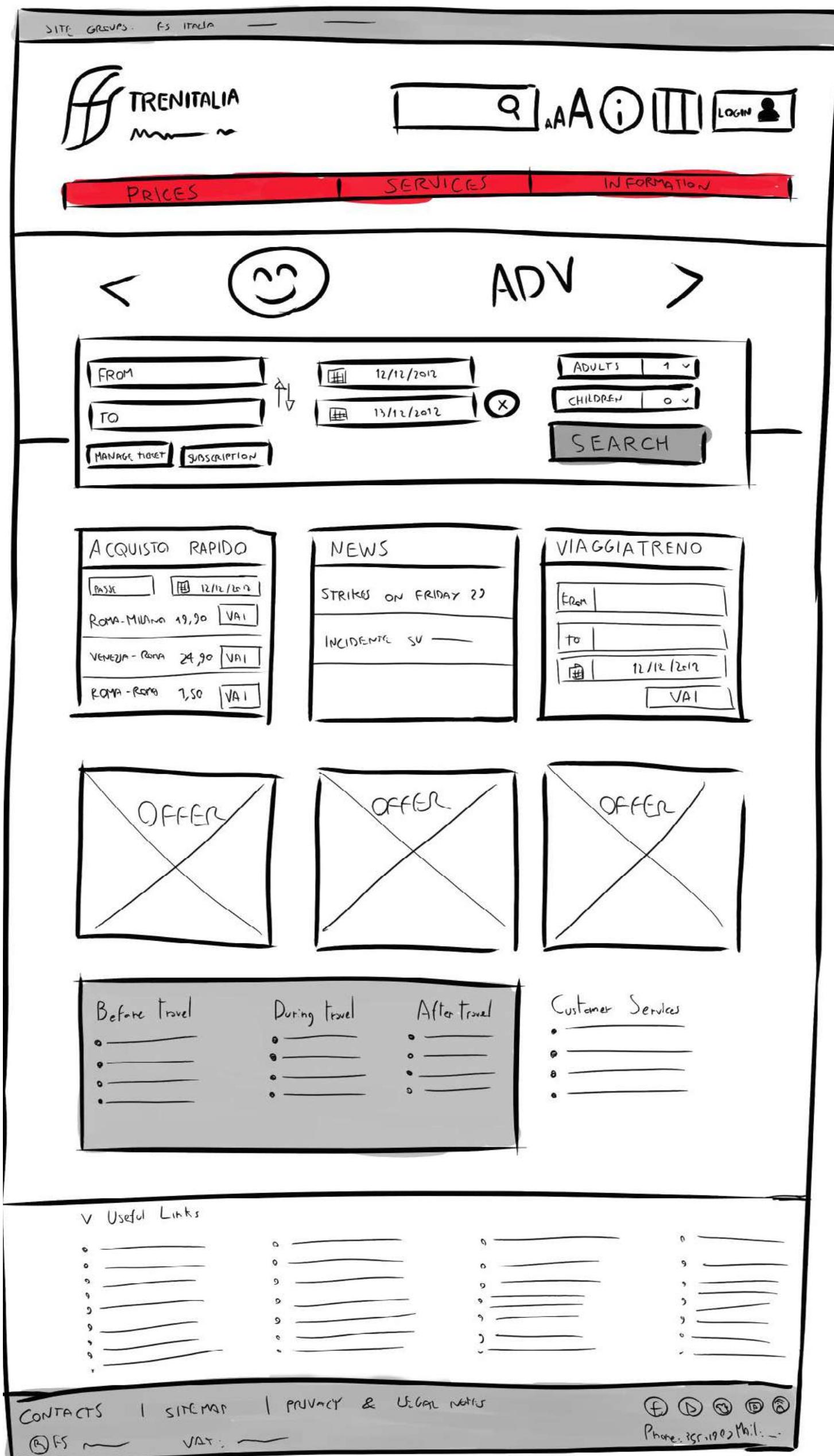
The old version of the Trenitalia website features a pink header with the Trenitalia logo and navigation links like 'Società del Gruppo', 'Lavora con noi', 'FSnews', 'FS Social network', 'Condizioni di trasporto', 'Agenzie', 'FAQ', 'FSNews Radio', 'La Freccia.tv', 'La Freccia.mag', and 'Italiano'. Below the header is a large ostrich image with promotional text: 'VAI COME UN TRENO E SCOPRI LA NATURA.' and 'ZOOM'. The search bar includes fields for 'Da' (Milano Nord Bovisa) and 'A' (Bergamo), travel dates (23-03-2018), and passenger counts (1 adult, 0 children). Below the search bar are sections for 'LIGURIA DA VEDERE E RIVEDERE', 'PIEMONTE BARDONECCHIA IN TRENO', 'SARDEGNA DA ELMAS A CAGUARI', and 'VIAGGI CON TRENITALIA E MAGGIORI'. At the bottom, there are links for 'Prima del viaggio', 'Durante il viaggio', 'Dopo il viaggio', and 'Customer service'.

## CURRENT VERSION

The current version of the Trenitalia website has a blue header with the Trenitalia logo and navigation links: 'Siti del gruppo', 'Lavora con noi', 'Modifica biglietto', 'Aziende', 'CartaRegalo', 'Supporto', 'Area riservata', and 'Cerca'. The main banner features a beach scene with a red gift card for 'CARTAREGALO €100'. Below the banner is a search bar with fields for 'Da' (Milano 07-06-2018) and 'A' (Roma 07-06-2018), both set to 11 passengers. The page also includes sections for 'LE NOSTRE OFFERTE' (e.g., 'SCOPRI LA RIVIERA ROMAGNOLA'), 'IN PRIMO PIANO' (e.g., 'SCOPRI LA RIVIERA DI PONENTE LIGURE'), and an 'ACQUISTO RAPIDO' table for train tickets from Rome to various destinations at prices like €19,90, €14,90, €19,90, and €29,90.

# Redesign - Homepage

The screenshot shows the official Trenitalia website homepage. At the top, there's a banner for a deal where you can visit an ostrich at an aquarium with a discount. Below this, there are sections for regional travel offers like 'LIGURIA DA VEDERE E RIVEDERE' and 'SARDEGNA'. A sidebar on the left provides links for travel planning ('Prima del viaggio', 'Durante il viaggio', 'Dopo il viaggio') and customer service. At the bottom, there's information about the 'CARTAFRECCIA' card and a section for checking train schedules.



The screenshot shows the redesigned Trenitalia homepage. The layout is more modern and clean. At the top, there's a banner for 'TRA ROMA E MILANO PIÙ FRECCIAROSSA'. Below this is a search bar and a navigation bar with links for 'Prices & Offers', 'Services', and 'Information & Contacts'. The main content area features a 'FAST BOOKING' section with train schedule cards, a 'NEWS' section with a news item about a strike, and a 'VIAGGIATRENO' section with a train schedule card. There are also promotional banners for 'ACQUARIO DI GENOVA' and 'BIOPARCO ZOOM'. On the right side, there are sections for 'Customer Service' (with links for conciliation, managing tickets, etc.) and a 'RENT A CAR FROM JUST 30 EURO A DAY!' offer. The footer includes a 'Useful links' section, a 'Privacy and legal notes' section, and social media links.

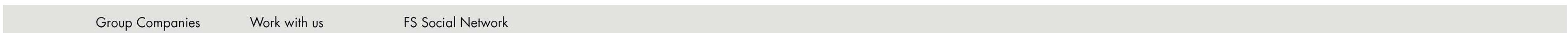
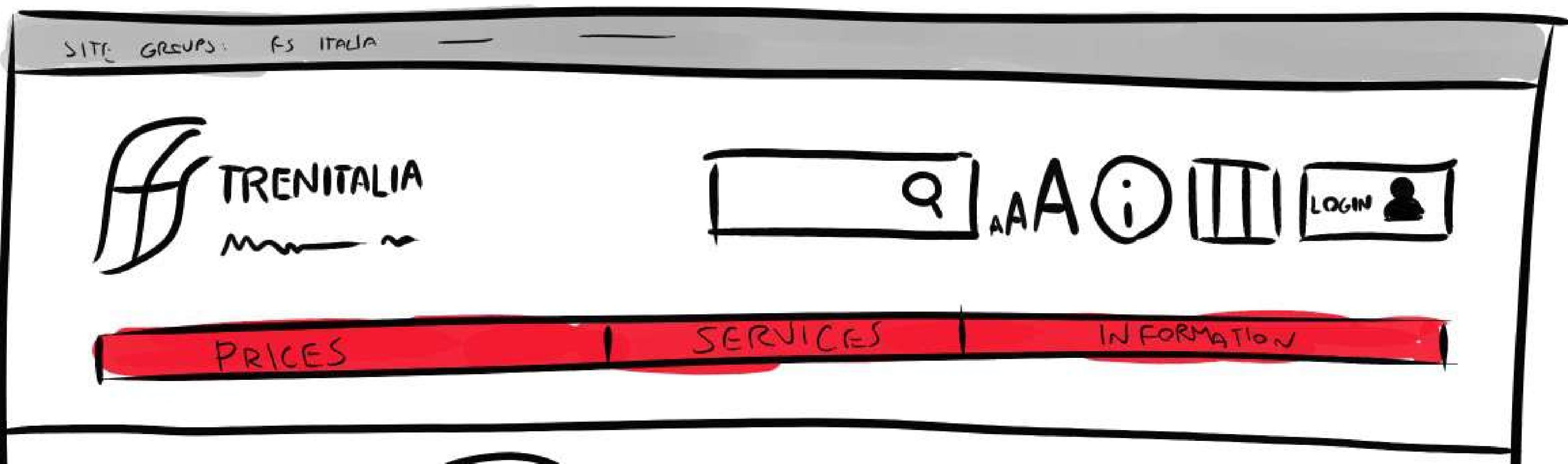
# Redesign - Homepage - Header

## OLD LAYOUT

The screenshot shows the top navigation bar of the Trenitalia website. It includes links for the Group Society, Work with us, FSnews, FS Social network, Transport conditions, Agencies, FAQ, FSNews Radio, La Freccia.tv, La Freccia.mag, and a language switcher for Italiano. Below the main logo, there are links for modifying a ticket, assistance, and chat. A red navigation bar contains links for Offers and services, Le Frecce, Other trains, Regional transport, CartaFRECCIA, Information and assistance, and a search bar. The main banner features a hedgehog and the text "VAI COME UN TRENO E SCOPRI LA NATURA." with a discount offer for Pinerolo. A "SCOPRI DI PIÙ" button is also present.

Links are divided into 3 rows. Some links can be moved in the page.

# Redesign - Homepage - Header



A screenshot of the Trenitalia website showing a promotional banner at the bottom. The banner features a split image of St. Peter's Basilica in Rome and the Milan Cathedral. The text on the banner reads "TRA ROMA E MILANO PIÙ FRECCIAROSSA" and "DAL'ALBA A MEZZANOTTE".

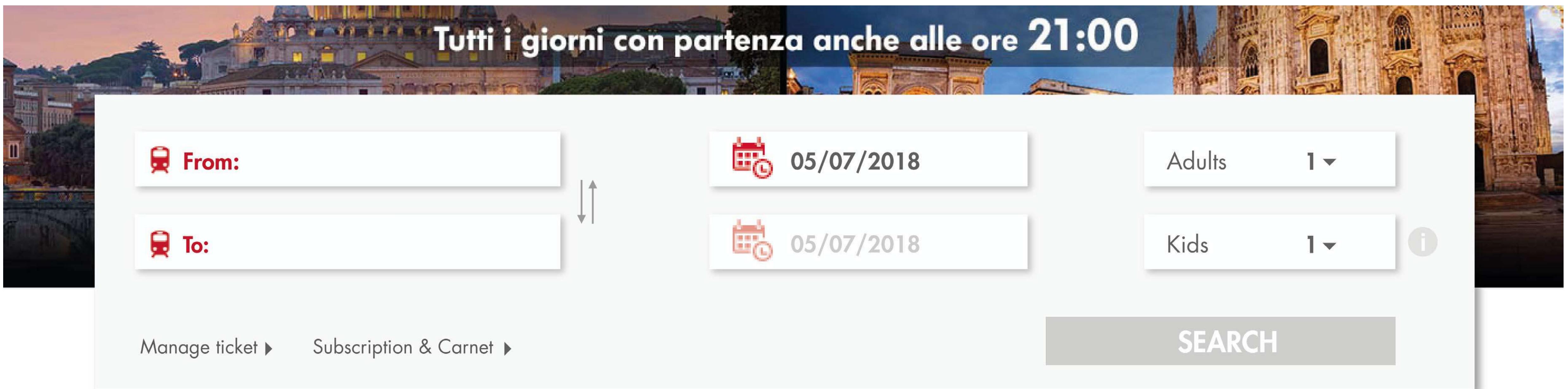
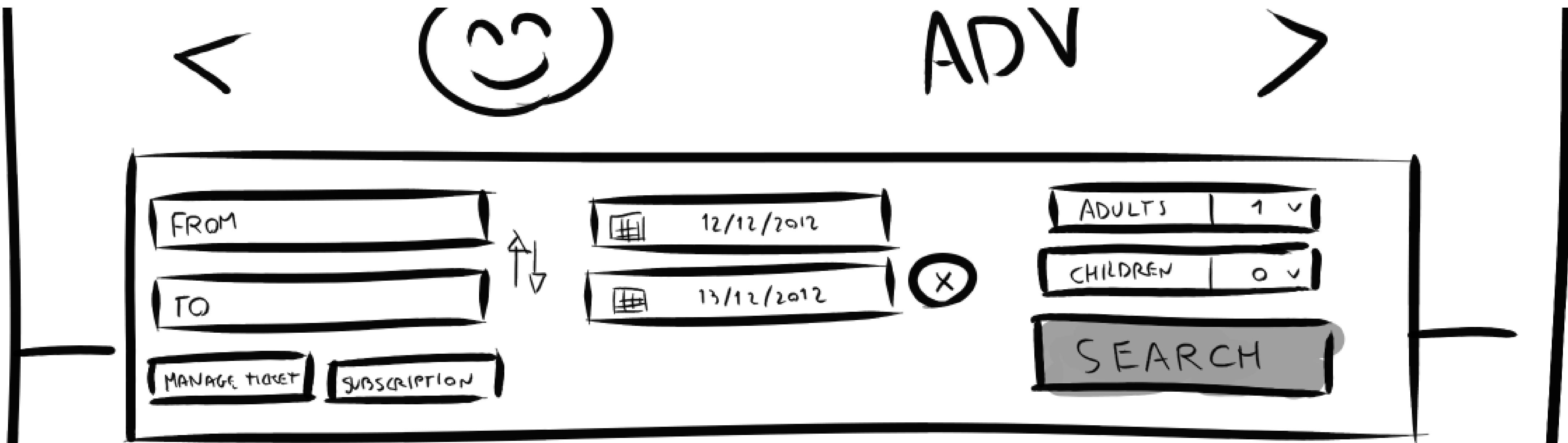
# Redesign - Homepage - Form

## OLD LAYOUT

The image shows the old layout of a train search form. At the top, there is a promotional banner with the text "SCONTO ALL'INGRESSO PER CHI RAGGIUNGE PISCINA DI PINEROLO IN TRENO" and a "SCOPRI DI PIÙ" button. Below the banner, there are navigation tabs: "PRINCIPALI SOLUZIONI" (highlighted), "FRECCE", "REGIONALI", and "ABBONAMENTI E CARNET". The main search area has fields for departure ("Da") and arrival ("A") stations, both with dropdown menus. There are also fields for travel type ("SOLO ANDATA" or "ANDATA E RITORNO"), travel dates ("Andata" and "Ritorno" with calendar icons), and passenger counts ("Adulti" and "Ragazzi" with dropdown menus). Below the search area are buttons for "MODIFICA BIGLIETTO" and "ALTRIE OPZIONI/STAZIONI", and a link for "Funzionamento sistema orario". A large red "CERCA" button is at the bottom right. The footer features links to "Venezia30", "Bioparco Zoom", "CartaRedalo Pasqua", "Leonardo express", and "Speciale 2x1 Sabato".

Some button/link can be removed or aligned into the box

# Redesign - Homepage - Form



# Redesign - Homepage - Important links



The redesigned homepage components are:

- FAST BOOKING**:
  - Adults: 1 ▾ Date: 05/07/2018
  - ROMA - MILANO da € 19,90 VAI
  - ROMA - VENEZIA da € 19,90 VAI
  - FIRENZE - VENEZIA da € 14,90 VAI
  - BOLOGNA - VENEZIA da € 29,90 VAI
- NEWS**:
  - Strike on Bovisa:** lorem ipsum dolor sit
  - Lorem ipsum:** lorem ipsum dolor sit amet
  - Dolor sit et:** lorem ipsum dolor sit amet
  - Lorem ipsum:** lorem ipsum dolor sit amet
- VIAGGIATRENO**:
  - From: (with train icon)
  - To: (with train icon)
  - Date: 05/07/2018 (with calendar icon)
  - SEARCH button

Prezzi dell'offerta Supereconomy, soggetta a limitazioni.

# Redesign - Homepage - Footer

## OLD LAYOUT

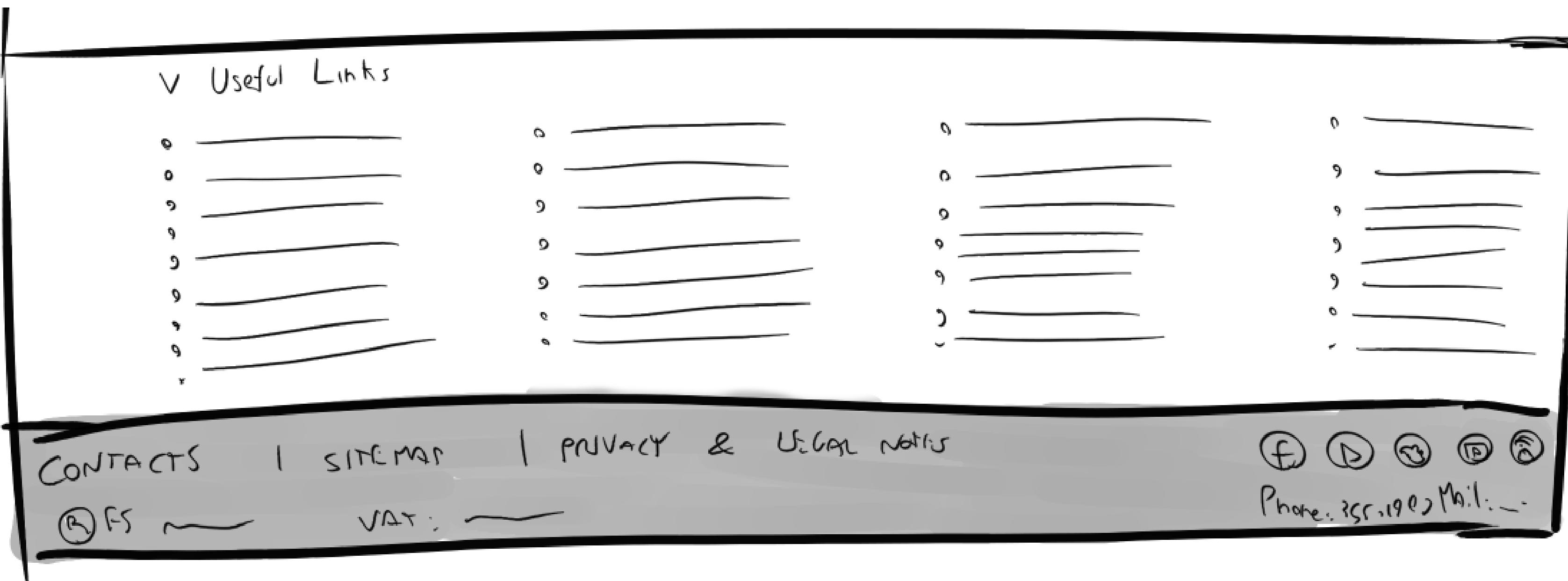
The screenshot displays the old layout of the Trenitalia website. It features a top navigation bar with a search bar and a link to 'Scopri la nuova carta multiscopio di Trenitalia'. Below this, there are three main content blocks:

- Modifiche programmate**: A section for scheduled changes, with input fields for 'Dal\*' and 'Al\*', and a red 'Cerca' button. It also lists 'Treni con possibili variazioni di orario per lavori di manutenzione della linea' and 'Treni con possibili ritardi per attesa coincidenza'.
- Viaggia Treno**: A section for train travel information, featuring a red 'Vai' button and a dropdown menu for 'Treni Nazionali'.
- Linea Napoli - Salerno**: A section for the Naples - Salerno line, reporting a 'convenzionale: furto materiale tecnico fra Nocera Inferiore e Torre Annunziata Centrale, traffico riattivato - Aggiornamento ore 11.40'. It includes a timestamp '23 marzo - ore 10:52' and a link 'Vai all'infomobilità ▶'.

The screenshot shows the redesigned layout of the Trenitalia website. The top navigation bar remains the same. The main content area is now a single, large, horizontally scrollable card:

- Modifiche programmate**: This section is integrated into the main card, maintaining its original structure with date inputs and search button.
- Viaggia Treno**: This section is also integrated, showing the 'Vai' button and 'Treni Nazionali' dropdown.
- Linea Napoli - Salerno**: This section is integrated, displaying the same information as the old layout, including the red status box and the 'Vai all'infomobilità ▶' link.

# Redesign - Homepage - Footer



**Useful links ▾**

<b>Purchase</b> Postoclick Mobile ticketing Online invoicing Ticketless Online purchase guide Regional tickets online Agencies and ticket offices in Italy Agencies and ticket offices abroad	<b>Our offers</b> Offers Hotel booking Travelling in groups	<b>Services</b> Luggage transport Disabled passengers Travelling with your bike Travelling with your pet Transfers between airports	<b>Frecce</b> Frecciarossa Frecciargento Frecciabianca Night&AV offer
<b>International offers</b> Interrail Family Special			

**Contacts** | **Sitemap** | **Privacy and legal notes**

® Gruppo FS Italiane 2018 P.IVA 05403151003

[assistenza@trenitalia.com](mailto:assistenza@trenitalia.com) +39 89 20 21

# Redesign - Booking

Home Trenitalia > FS News >

TRENITALIA GRUPPO FERROVIE DELLO STATO ITALIANE

Assistenza e Contatti Area riservata

1. Nuova ricerca > 2. Scelta viaggio > 3. Dati e pagamento > 4. Riepilogo > Help ?

**Viaggio**

Stazione di partenza: Milano Centrale Stazione di arrivo: Bergamo Data partenza: 08-03-2018 Orario: 17:00 Adulti: 1 Ragazzi: 0 Aggiorna

0,00

Viaggi visualizzando: Freccce Regionali Principali Soluzioni

Partenza	Arrivo	Durata	Treno	Prezzo
Milano Centrale 17:05	Bergamo 17:53	0h 48'	Regionale 2629	0,00
Milano Centrale 17:25	Bergamo 18:25	0h 10' Cambi: 1	Regionale 2077 Regionale 10809	0,00
Milano Centrale 17:28	Bergamo 18:40	0h 12' Cambi: 1	Eurocity 22 Regionale 10783	0,00
Milano Centrale 18:05	Bergamo 18:53	0h 48'	Regionale 2631	5,50 €
Milano Centrale 18:25	Bergamo 19:40	0h 15' Cambi: 1	Eurocity 10 Regionale 10787	14,50 €
Milano Centrale 18:30	Bergamo 19:25	0h 55' Cambi: 1	Regionale Veloce 3971 Regionale 10811	5,50 €
Milano Centrale 19:05	Bergamo 19:53	0h 48'	Regionale 2633	5,50 €
Milano Centrale 19:25	Bergamo 20:40	0h 15' Cambi: 1	Eurocity 24 Regionale 10791	14,50 €
Milano Centrale 19:30	Bergamo 20:23	0h 53' Cambi: 1	Regionale 2167 Regionale 10813	5,50 €
Milano Centrale 20:05	Bergamo 20:53	0h 48'	Regionale 2635	5,50 €

Soluzioni successive > Stampa

Nuova ricerca

Nota sui prezzi: l'importo si riferisce al totale dei passeggeri  
\* La soluzione si riferisce al giorno successivo

Trenitalia

© Gruppo Ferrovie 2013 | Contatti | Note Legali | Cookie | Partita IVA 06359501001 | Condizioni di trasporto | Numero unico nazionale | Mappa | Accessibilità

SITE GROUPS FS ITALIA

TRENITALIA

NEW SEARCH TRAVEL CHOICE PAYMENT PAYMENT SUM UP

Milano Centrale - Roma 5 P.M. - 11 P.M. 17/06/2018 Adults 2

MAIN SOLUTIONS FRECCE REGIONALI

DEPARTURE	ARRIVALS	TRAIN	PRICE
ROMA 15:30	NAPOLI 18:30	3:00	Frecciarossa 35 €
		—	47 €
BERGAMO 16:00	NAPOLI 19:00	3:00	92 €

STANDARD	Premium	Business	Executive
BASE	3,50	4	7
ECONOMY	8	9,50	13

CONTINUE

CONTACTS | SITEMAP | PRIVACY & LEGAL NOTES

VAT

Phone: +39 02 1961000

Group Companies Work us FS Social Network

TRENITALIA GRUPPO FERROVIE DELLO STATO ITALIANE

New search Travel choice Payment and data Sum up

Milano Centrale - Roma 5 P.M. - 11 P.M. 17/06/2018 Adults 2

Main solutions Frecce Regionali

DEPARTURE	ARRIVAL	DURATION	TRAIN	PRICE
Milano Centrale 15:30	Roma Termini 16:20	1h 20'	Frecciarossa 1000 9416	from 42,50 €
Milano Centrale 15:30	Roma Termini 16:20	1h 20'	Frecciarossa 1000 9416	from 22,50 €
Milano Centrale 15:30	Roma Termini 16:20	1h 20'	Frecciarossa 1000 9416	from 22,50 €

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Proin aliquam, leo at luctus tempus, eros lectus eleifend massa.

SERVIZIO OFFERTA	Standard	Premium	Business Salottino	Business Area silenzio	Business	Executive
Base	22,50 €	22,50 €	Esaurito	22,50 €	Esaurito	22,50 €
Economy	22,50 €	22,50 €	22,50 €	22,50 €	22,50 €	22,50 €
SuperEconomy	22,50 €	22,50 €		22,50 €		22,50 €

CONTINUE

DEPARTURE	ARRIVAL	DURATION	TRAIN	PRICE
Milano Centrale 15:30	Roma Termini 16:20	1h 20'	Frecciarossa 1000 9416	from 25,59 €
Milano Centrale 15:30	Roma Termini 16:20	1h 20'	Frecciarossa 1000 9416	from 35,90 €
Milano Centrale 15:30	Roma Termini 16:20	1h 20'	Frecciarossa 1000 9416	from 25,59 €
Milano Centrale 15:30	Roma Termini 16:20	1h 20'	Frecciarossa 1000 9416	from 35,90 €

Contacts | Sitemap | Privacy and legal notes

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f t i n s m

assistenza@trenitalia.co m +39 89 20 21

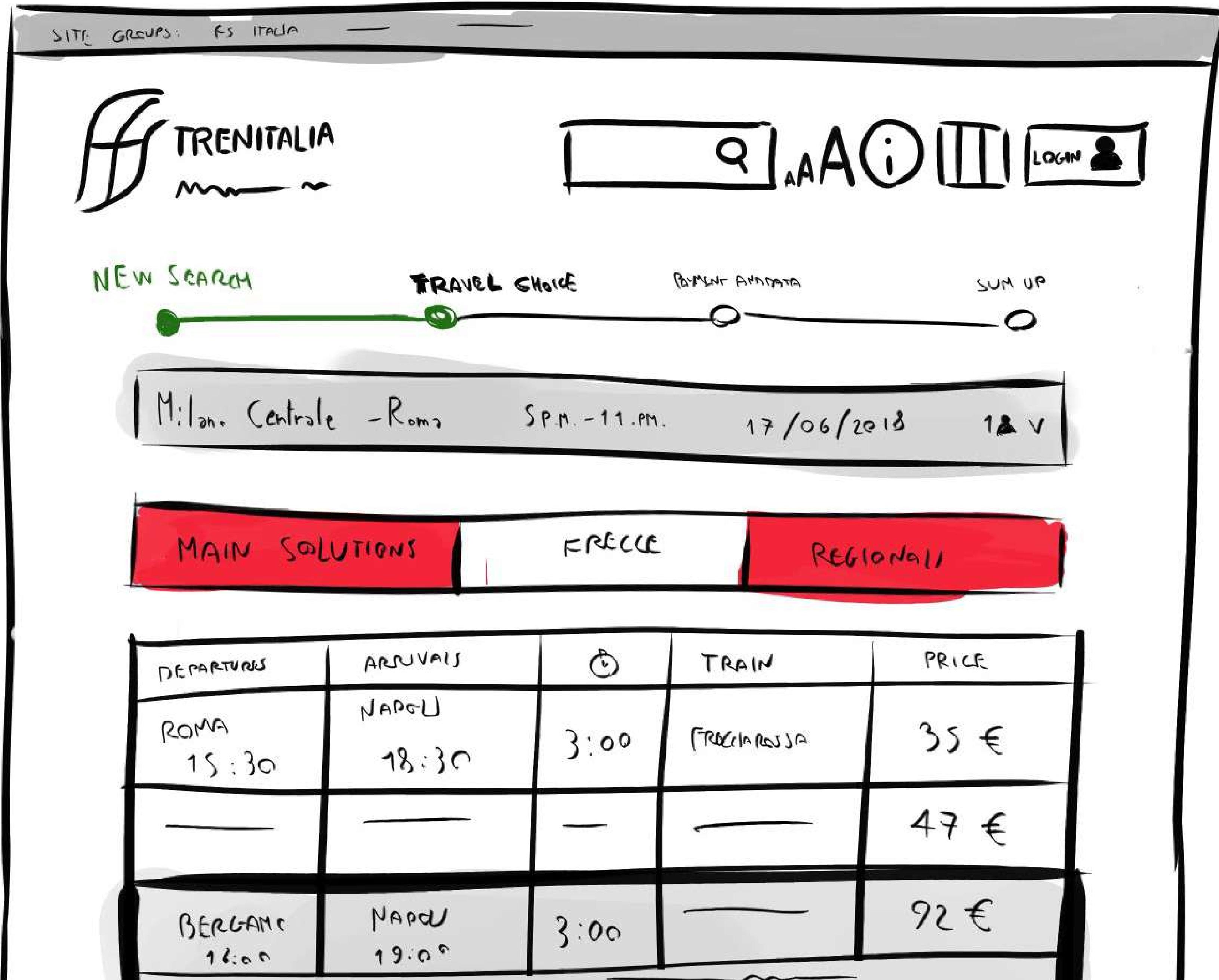
# Redesign - Booking - Form and trains

## OLD LAYOUT

The screenshot shows the old Trenitalia booking interface. At the top, there's a navigation bar with links to Home Trenitalia, FS News, FSNews Radio, LaFreccia.tv, LaFreccia.mag, Italiano, and a language dropdown. Below the navigation is the Trenitalia logo. On the right side, there are links for Assistenza e Contatti and Area riservata. A progress bar at the top indicates the user is on step 2 of 4: "Scelta viaggio". The main area is titled "Viaggio" and contains search fields for departure station (Milano Centrale) and arrival station (Bergamo), date (08-03-2018), time (17:00), and passenger count (1 adult, 0 children). Below the search fields, a message says "Stai visualizzando:  Frecce  Regionali  Principali Soluzioni". To the right, a red button shows "0,00" and a "vedi carrello" link. The search results table has columns for Partenza, Arrivo, Durata, Treno, and Prezzo. It lists two train options:

Partenza	Arrivo	Durata	Treno	Prezzo
Milano Centrale 17:05	Bergamo 17:53	0h 48'	Regionale 2629	☒
Milano Centrale 17:25	Bergamo 18:25	1h 00' Cambi: 1	Regionale 2077 Regionale 10809	☒

# Redesign - Booking - Form and trains



# Redesign - Booking - Form and trains

Group Companies Work with us FS Social Network

 TRENITALIA  
GRUPPO FERROVIE DELLO STATO

New search Travel choice Payment and data Sum up

Milano Centrale - Roma 5 P.M. - 11 P.M. 17/06/2018 Adults 2 

Main solutions Frecce Regionali

DEPARTURE ▾	ARRIVAL ▾	DURATION ▾	TRAIN	PRICE ▾
Milano Centrale <b>15:30</b>	Roma Termini <b>16:20</b>	1h 20'	Frecciarossa 1000 9416 	from <b>42,50 €</b> ▾
Milano Centrale <b>15:30</b>	Roma Termini <b>16:20</b>	1h 20'	Frecciarossa 1000 9416 	from <b>22,50 €</b> ▾
Milano Centrale <b>15:30</b>	Roma Termini <b>16:20</b>	1h 20'	Frecciarossa 1000 9416 	from <b>22,50 €</b> ▾

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Proin aliquam, leo at luctus tempus, eros lectus eleifend massa,

# Redesign - Booking - Form and trains

Group Companies Work with us FS Social Network

**TRENITALIA**  
GRUPPO FERROVIE DELLO STATO

New search **Travel choice** Payment and data Sum up

**From:** Milano Centrale **To:** Roma Termini **Date:** 05/07/2018 **Adults:** 1 **Kids:** 0 **UPDATE**

Main solutions		Frecce	Regionali	
DEPARTURE	ARRIVAL	DURATION	TRAIN	PRICE
Milano Centrale <b>15:30</b>	Roma Termini <b>16:20</b>	1h 20'	Frecciarossa 1000 9416 <i>i</i>	from <b>42,50 €</b>
Milano Centrale <b>15:30</b>	Roma Termini <b>16:20</b>	1h 20'	Frecciarossa 1000 9416 <i>...</i>	from <b>22,50 €</b>

# Redesign - Booking - Selecting train

## OLD LAYOUT

The screenshot shows a comparison between two train journeys from Milano Nord Bovisa to Bergamo.

**Top Journey:** Milano Nord Bovisa → Bergamo. Departure at 12:19, arrival at 13:40. Duration: 1h 21'. Cambi: 1. Options: Regionale 24933 (disabled), Regionale 10769 (disabled).

**Bottom Journey:** Milano Nord Bovisa → Bergamo. Departure at 12:49, arrival at 14:38. Duration: 1h 49'. Cambi: 2. Options: Regionale 24935, Regionale 2069, Regionale 24781.

**Detailed View (Regionale 24935):**

- SERVIZIO: 2<sup>a</sup> Classe
- OFFERTA: Ordinaria (selected, checked)
- Price: 5,50 €

**Buttons:** Vedi altre offerte > (View other offers), Continua (Continue).

**Information:** **i** Ordinaria: Il biglietto acquistato è già convalidato con la data e l'ora di partenza scelta dal cliente. I biglietti possono avere diverse validità in base alle disposizioni regionali. Cambio e rimborso sono ammessi salvo diverse disposizioni regionali.

# Redesign - Booking - Form and trains

MAIN SOLUTIONS		FRECCIE	REGIONALI	
DEPARTURES	ARRIVALS	⌚	TRAIN	PRICE
ROMA 15:30	NAPOLI 18:30	⌚ 3:00	FRECCIAROSSA	35 €
—	—	—	—	47 €
BERGAMO 16:00	NAPOLI 19:00	⌚ 3:00	—	92 €
<hr/>		STANDARD	PREMIUM	BUSINESS
BASE	3,50	4	7	9
Economy	8	9,50	13,30	15
<a href="#">CONTINUE</a>				
—	—	—	—	—
—	—	—	—	—
—	—	—	—	—
—	—	—	—	—

# Redesign - Booking - Form and trains

Milano Centrale <b>15:30</b>	Roma Termini <b>16:20</b>	1h 20'	Frecciarossa 1000 9416	from <b>22,50 €</b>			
Milano Centrale <b>15:30</b>	Roma Termini <b>16:20</b>	1h 20'	Frecciarossa 1000 9416	from <b>22,50 €</b>			
Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Proin aliquam, leo at luctus tempus, eros lectus eleifend massa,							
OFFERTA	SERVIZIO	Standard	Premium	Business Salottino	Business Area silenzio	Business	Executive
Base	<a href="#">i</a>	22,50 €	22,50 €	Esaurito	22,50 €	Esaurito	22,50 €
Economy	<a href="#">i</a>	22,50 €	22,50 €	<b>22,50 €</b> 	22,50 €		22,50 €
SuperEconomy	<a href="#">i</a>	22,50 €	22,50 €		22,50 €		22,50 €
<b>CONTINUE</b>							
Milano Centrale <b>15:30</b>	Roma Termini <b>16:20</b>	1h 20'	Frecciarossa 1000 9416	from <b>25,59 €</b>			

# Redesign - Check train status

**Original Website (ViaggiaTreno):**

- Header: ViaggiaTreno, TRENITALIA, Domodossola, Bolzano, Trento, Tarvisio.
- Left sidebar: Treno - Stazione, Imposta Viaggio, Stampa il tuo arrivo, Meteo, News, Come Funziona, Note Legali, Contatti.
- Main content: Treno - Stazione search bar, map of Italy with train routes, Traffic National/Traffic Regional filters, and news section.

**Redesigned Sketch:**

- Header: TRENITALIA logo, search bar, navigation icons (AA, i, III, user).
- Navigation: PRICES, SERVICES, INFORMATION.
- Content: Home > Information > Timetable, REAL TIME - VIAGGIATRENO table.
- Table Headers: STATION, TRAIN NUMBER, YOUR SEARCH HISTORY.
- Table Rows: From Everywhere, To Bologna, SEARCH button.
- Table Headers: FROM - TO, DELAY, TRACK.
- Table Rows: FIRENZE - BOLOGNA, 15:00 - 16:30, ON TIME, 9; GENOVA - BOLOGNA, 15:10 - 18:45, +8 min, 5.
- Text: DELAY BECAUSE OF TECHNICAL DIFFICULTIES.
- Footer: CONTACTS, SITEMAP, PRIVACY & LEGAL NOTES, FS, VRT, Phone, Mail.

**Final Redesigned Website (TRENITALIA):**

- Header: TRENITALIA, Group Companies, Work with us, FS Social Network.
- Top navigation: Prices & Offers, Services, Information & Contacts.
- Content: Home > Information > Timetable, most searched routes (Milano Centrale - Milano P.ta Garibaldi, Roma Tiburtina - Milano Centrale, Firenze S. M. Novella - Bologna, Napoli C.le - Firenze).
- Search interface: STATION, TRAIN NUMBER, SEARCH, From: Everywhere, To: Bologna.
- Table: FROM - TO, DELAY, TRACK N.
- Table Rows:
  - Firenze S.M. Novella (15:00) - Bologna (16:11), Train Frecciarossa 9514, On Time, 17.
  - Napoli C.le (15:56) - Bologna (17:21), Train Frecciarossa 9412, +8 min, 7.
  - Salerno (16:13) - Bologna (17:58), Train Frecciarossa 2875, +15 min, 2.
  - Napoli C.le (16:36) - Bologna (19:21), Train Frecciarossa 9412, Cancelled, -.
- Footer: Useful links, Contacts, Sitemap, Privacy and legal notes, © Gruppo FS Italiane 2018, P.IVA 05403151003, assistenza@trenitalia.com, +39 89 20 21.

# Redesign - Check train status

## OLD LAYOUT

**ViaggiaTreno**

TRENITALIA

I siti del Gruppo > Lavora con noi > FSnews > FS social network > Acquista biglietto >

Domodossola

Bolzano, Brennero, Tarvisio

MILANO PORTA GARIBALDI

CERCA

Treno - Stazione

Visualizza su Mappa

Traffico Nazionale | Traffico Regionale

Tutto il Traffico  Freccia Rossa  
 Freccia Argento  Freccia Bianca

Ultime news

23/03/2018 11:16  
Il treno 723 da Roma T.ni (07:26) a Palermo C.le (19:10) viaggia con un ritardo di 43 minuti per preparazione del treno in partenza.

23/03/2018 09:12  
Il treno 8303 da Roma T.ni (08:05) a Lecce (13:28) viaggia con un ritardo di 50 minuti per preparazione del treno in partenza.

Ultimo aggiornamento: 23/03/2018 12:36  
Dalla mezzanotte di oggi sulla rete ferrov

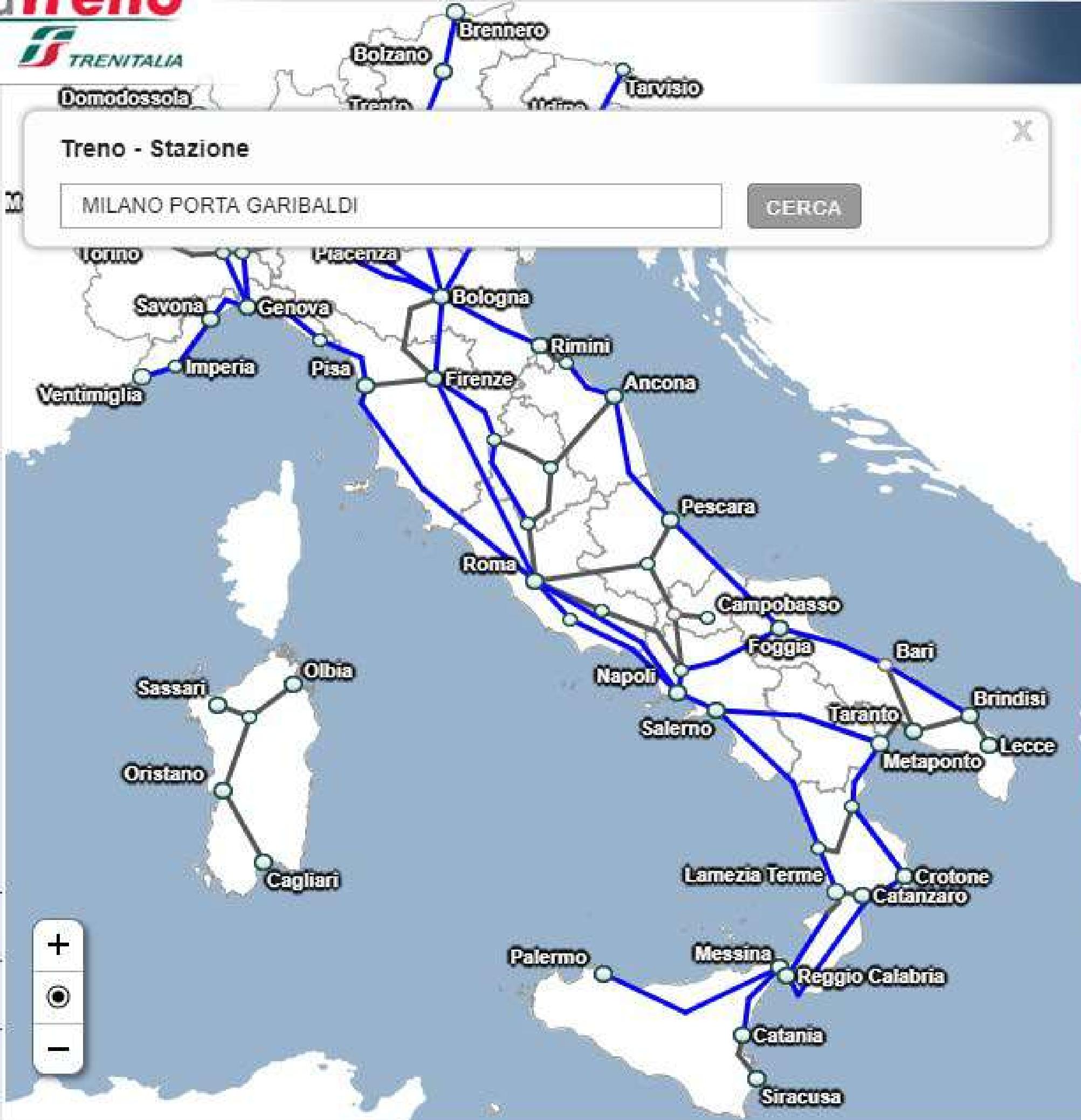
Torino, Piacenza, Bologna, Rimini, Ancona, Pescara, Roma, Campobasso, Foggia, Bari, Brindisi, Lamezia Terme, Crotone, Catanzaro, Messina, Reggio Calabria, Siracusa, Catania, Palermo, Messina, Reggio Calabria, Catania, Siracusa

Ventimiglia, Imperia, Savona, Genova, Pisa, Firenze

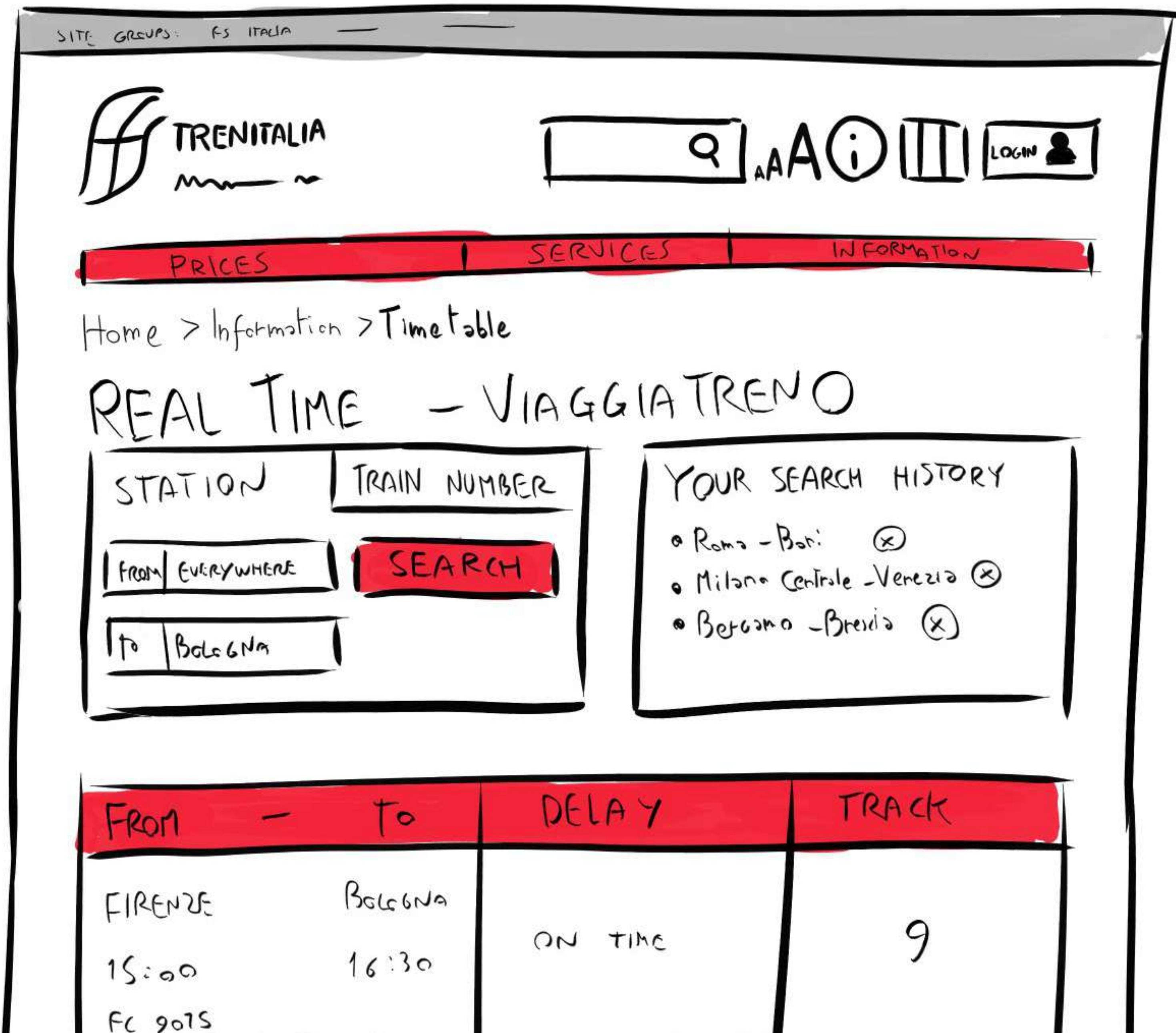
Sassari, Olbia, Oristano, Cagliari

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+ -



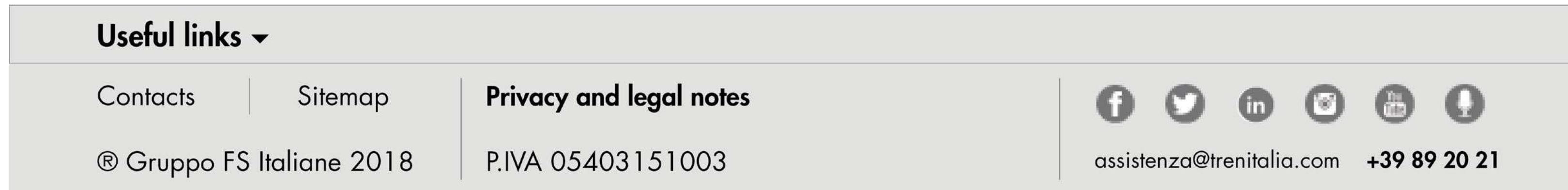
# Redesign - Check train status



# Redesign - Check train status



FROM - TO	DELAY	TRACK N.
Firenze S.M. Novella (15:00) - Bologna (16:11) Train Frecciarossa 9514	🕒 On Time	17
Napoli C.le (15:56) - Bologna (17:21) Train Frecciarossa 9412	🕒 +8min 17:29	7
Salerno (16:13) - Bologna (17:58) Train Frecciarossa 2875	🕒 +15min 18:13	2
Delay: Delay because of technical difficulties		
Napoli C.le (16:36) - Bologna (19:21) Train Frecciarossa 9412	🔴 Cancelled	-



# Redesign - Check train status

The image shows a screenshot of the Trenitalia website's redesign. At the top, there is a navigation bar with links for "Group Companies", "Work with us", and "FS Social Network". The Trenitalia logo is prominently displayed, along with a search bar, accessibility icons (AAA), and a login link.

The main content area features a large, semi-transparent background image of a train station board displaying various train departures. Overlaid on this is a search interface. It includes a "STATION" dropdown set to "From: Everywhere" and a "TRAIN NUMBER" dropdown set to "To: Bologna". A central "SEARCH" button connects these fields. To the right of the search interface is a "MOST SEARCHED" section listing popular routes: Milano Centrale - Milano P.ta Garibaldi, Roma Tiburtina - Milano Centrale, Firenze S. M. Novella - Bologna, and Napoli C.le - Firenze.

Below this is a table showing train status information:

FROM - TO	DELAY	TRACK N.
Firenze S.M. Novella (15:00) - Bologna (16:11) Train Frecciarossa 9514	On Time	17
Napoli C.le (15:56) - Bologna (17:21) Train Frecciarossa 9412	+8min 17:29	7
Salerno (16:13) - Bologna (17:58) Train Frecciarossa 2875	+15min 18:13	2

# Redesign - Change a ticket

Group Companies Work with us FS Social network

English

Customer area

Le Frecce Offers Services Purchase Information and Contacts Search

Home > Purchase > Manage your ticket

**Manage your ticket**

To manage your purchase you can log into your area, go to Purchased Travel and visualise the journey you wish to modify.

Alternatively, you can manage your ticket by using the following form, filling in the PNR and the email used for the purchase.

If you bought your ticket without being registered, you can retrieve your ticket filling in your name, surname and Code for retrieving the purchase (CRA) that appears on the post-payment page.

I have the PNR/Ticket code I purchased without registration

Email: PNR/Ticket code: Search

According to the fare you bought, you can avail of the following online services:

- change your booking
- manage your ticket
- request a refund
- request compensation for delay
- add or void passengers on your journey

Trenitalia Open ↑

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Home PR | Il Gruppo | Lavora con noi

TRENITALIA

Ogni e acquisto Promozioni e offerte Le Frecce CartoFRECCIA In Regione Aziende Informazioni per il viaggio I nostri treni Area Clienti

Attenzione: Non è stato possibile trovare un acquirento con i dati inseriti

Help | Refund

Condizioni contrattuali Privacy e Legal notes

VAT: Phone: +39 19 821911

Numero verde 199 30 30 00 | Info | Mappa | Accessibility

© Gruppo Ferrovie 2008 | Contatti | Note Legali | Comunicato Legal | Patta Inv. 0540315003 | Link | Condizioni di trasporto | [Vai a pagina principale](#) | FAQ | Call center



Group Companies Work with us FS Social Network

Prices & Offers Services Information & Contacts

Home > Information > Search & Modify Ticket

**Manage your ticket**

I have an account I don't have an account

Email: PNR: SEARCH

According to the fare you bought, you can avail of the following online services:

- change your booking
- manage your ticket
- request a refund
- request compensation for delay
- add or void passengers on your journey

**Conditions for your offers**

Type of ticket	Change Booking	Change Ticket	Refund
Base	An unlimited number of times before departure. After departure, and up to the next hour, free of charge only once.	An unlimited number of times before departure, only once after the train's departure and up to the subsequent hour.	Until the departure time: Ticket price - 20%
Economy	Only once until the departure of the train, only to change the date or time of departure. You have to pay the relative price difference in correspondence to the Base ticket.	Not allowed	Not allowed
Super Economy	Not allowed	Not allowed	Not allowed
CartoFRECCIA Special, Special 2x1, CartoFRECCIA Young/Senior, Special Events & Promo Thello	Not allowed	Not allowed	Not allowed
Families with children for free	Only once until the departure of the train, in case of availability of seats for the offer.	Only once until the departure of the train, paying any difference in price.	Until the departure time: Ticket price - 20%
One way & Return	One way & Return	Only once for each ticket (outbound and return), up to the departure of the train.	Not allowed

**Useful links**

Contacts Sitemap Privacy and legal notes

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# Redesign - Change a ticket

## OLD LAYOUT

Home > Purchase > Manage your ticket

### Manage your ticket

To manage your purchase you can log into your area, go to Purchased Travel and visualise the journey you wish to modify.

Alternatively, you can manage your ticket by using the following form, filling in with the PNR and the email used for the purchase.

If you bought your ticket without being registered, you can retrieve your ticket filling in your name, surname and Code for retrieving the purchase (CRA) that appears on the post-payment page.



I have the PNR/Ticket code    I purchased without registration

Email:

PNR/Ticket code:

**Search**



**Travel with Trenitalia**

[Buy tickets](#) >

**Purchasing services**

[Online invoicing](#) >

[Compensation for delay](#) >

[Regional online tickets and passes](#) >

[Form to apply for refund or compensation for national trains](#) >

  on board

**Frecciarossa**

According to the fare you bought, you can avail of the following online services:

- change your booking
- manage your ticket

# Redesign - Change a ticket

PRICES | SERVICES | INFORMATION

Home > Information > Search & modify ticket

## MANAGE YOUR TICKET

I HAVE AN ACCOUNT | I DON'T HAVE AN ACCOUNT

Mail | PNR | ⓘ | SEARCH

According to the fare you bought you can avail of the following services:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

✓ CONDITIONS FOR YOUR OFFER

Type of ticket	Change booking	Change ticket	Refund
...	_____	_____	_____

# Redesign - Change a ticket

The image shows a screenshot of the Trenitalia website's 'Manage your ticket' section. At the top, there is a navigation bar with links for 'Group Companies', 'Work with us', and 'FS Social Network'. Below the navigation is the Trenitalia logo ('TRENITALIA GRUPPO FERROVIE DELLO STATO'). On the right side of the header are search icons, language selection ('AAA'), and a 'Login' button. The main menu includes 'Prices & Offers', 'Services', and 'Information & Contacts'. The breadcrumb navigation shows 'Home > Information > Search & Modify Ticket'. The main heading 'Manage your ticket' is displayed in bold black text. Below it, there are two buttons: 'I have an account' (light grey) and 'I don't have an account' (red). A form follows, containing fields for 'Email:' and 'PNR:', both with red input boxes. To the right of the PNR field is an information icon ('i'). A large 'SEARCH' button is at the bottom of the form. To the right of the form, a text block states: 'According to the fare you bought, you can avail of the following online services:' followed by a bulleted list: 'change your booking', 'manage your ticket', 'request a refund', 'request compensation for delay', and 'add or void passengers on your journey'. Below this, a section titled 'Conditions for your offers ▲' is shown with a table comparing ticket types across four categories: 'Change Booking', 'Change Ticket', and 'Refund'. The table rows are: 'Base' (with a note about free changes after departure), 'Flexi', and 'Eurostar'. The 'Refund' column notes that退票 (Ticket price - 20%) is available until the departure time for Base and Flexi tickets.

Type of ticket	Change Booking	Change Ticket	Refund
Base	An unlimited number of times before departure. After departure, and up to the next hour, free of charge only once.	An unlimited number of times before departure, only once after the train's departure and up to the subsequent hour.	Until the departure time: Ticket price - 20%
Flexi	Only once until the departure of the train, only to change the date or time of departure. You have to pay the difference between the new ticket and the original one.		

# Redesign - Change a ticket



- request a refund
- request compensation for delay
- add or void passengers on your journey

Conditions for your offers ▾			
Type of ticket	Change Booking	Change Ticket	Refund
Base	An unlimited number of times before departure. After departure, and up to the next hour, free of charge only once.	An unlimited number of times before departure, only once after the train's departure and up to the subsequent hour.	Until the departure time: Ticket price - 20%
Economy	Only once until the departure of the train, only to change the date or time of departure. You have to pay the relative price difference in correspondence to the Base ticket.		Not allowed
Super Economy	Not allowed	Not allowed	Not allowed
CartaFRECCIA Special, Special 2x1, CartaFRECCIA Young/Senior, Special Events & Promo Thello	Not allowed	Not allowed	Not allowed
Families with children for free	Only once until the departure of the train, in case of availability of seats for the offer.	Only once until the departure of the train, paying any difference in price.	Until the departure time: Ticket price - 20%
One way & Return	One way & Return	Only once for each ticket (outbound and return), up to the departure of the train.	Not allowed

**THANKS**